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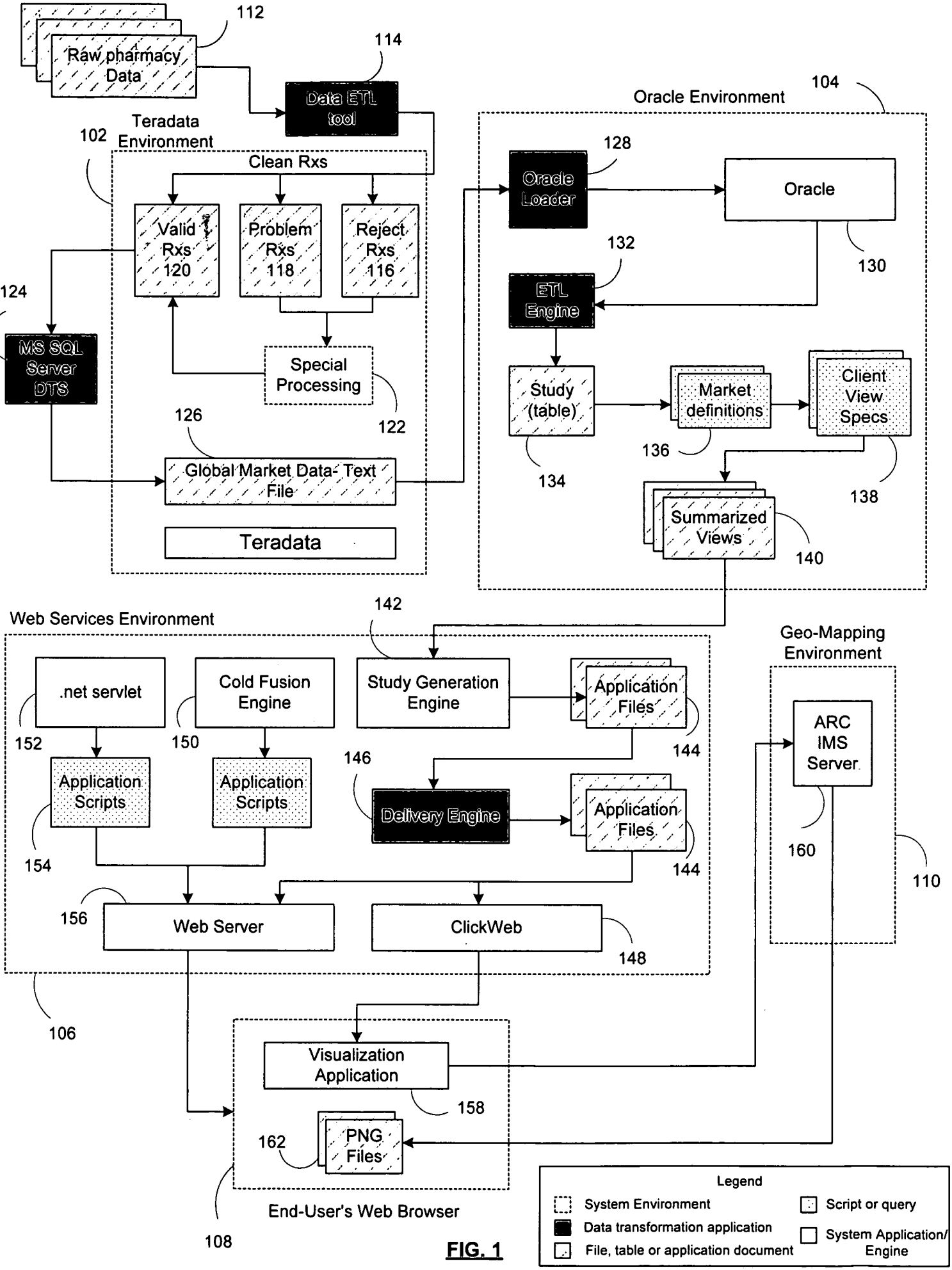
Raw pharmacy Data
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Data ETL tool
114
Oracle Environment
104
Teradata Environment
102
Clean Rxs
Oracle Loader
128
Oracle
130
Valid Rxs 120
Problem Rxs 118
Reject Rxs 116
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ETL Engine
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MS SQL Server DTS
Special Processing
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Study (table)
Market definitions
Client View Specs
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Global Market Data- Text File
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156
Web Server
ClickWeb
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Visualization Application
158
162
PNG Files
End-User's Web Browser
108
Legend
System Environment
Data transformation application
File, table or application document
Script or query
System Application/ Engine

FIG. 1

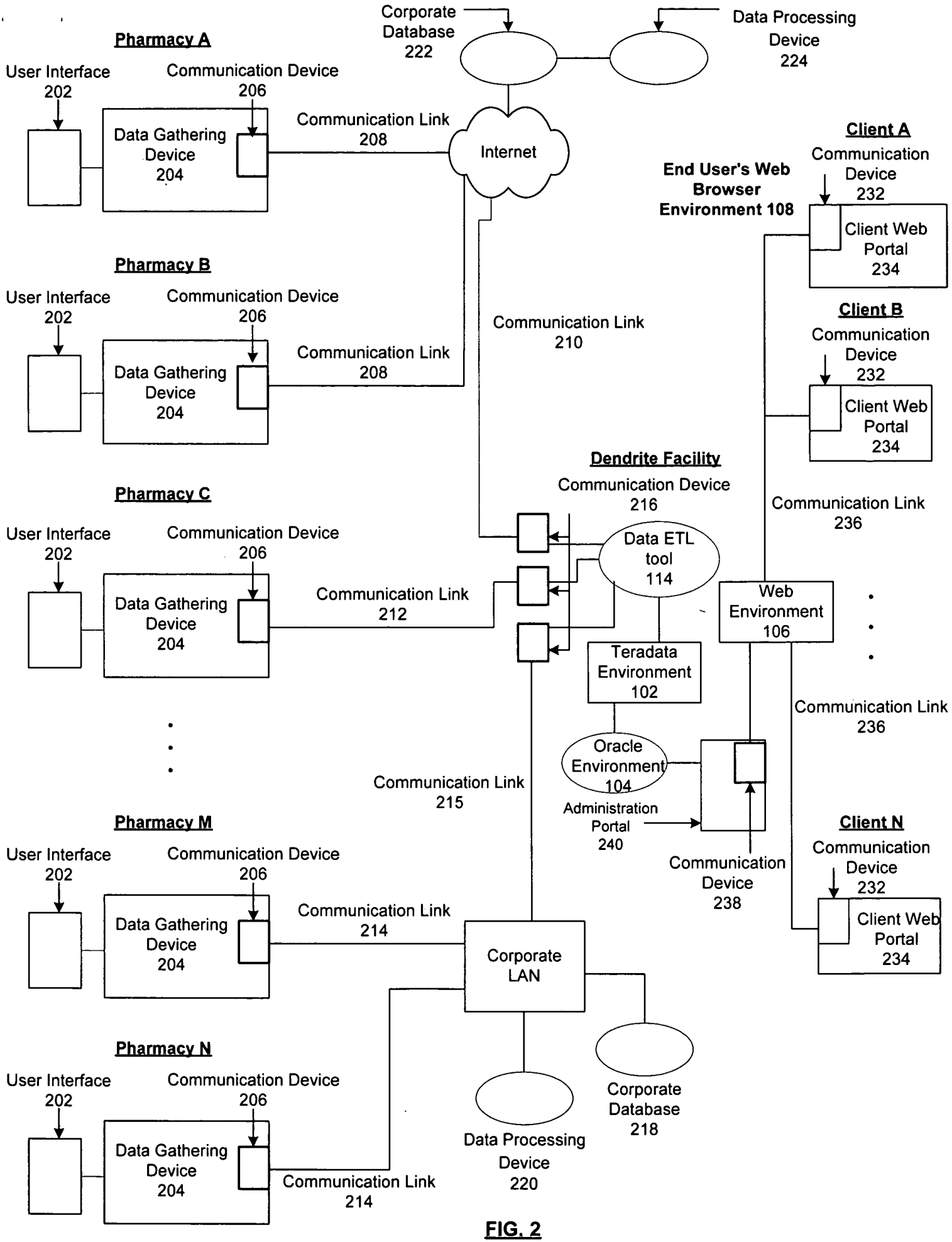

Corporate Database 222
Data Processing Device 224
Pharmacy A
User Interface 202
Communication Device 206
Data Gathering Device 204
Communication Link 208
Internet
Client A
End User's Web Browser Environment 108
Communication Device 232
Client Web Portal 234
Pharmacy B
User Interface 202
Communication Device 206
Data Gathering Device 204
Communication Link 208
Communication Link 210
Client B
Communication Device 232
Client Web Portal 234
Dendrite Facility
Communication Device 216
Pharmacy C
User Interface 202
Communication Device 206
Data Gathering Device 204
Communication Link 212
Data ETL tool 114
Communication Link 236
Web Environment 106
Teradata Environment 102
Communication Link 236
Oracle Environment 104
Communication Link 215
Administration Portal 240
Communication Device 238
Client N
Communication Device 232
Client Web Portal 234
Pharmacy M
User Interface 202
Communication Device 206
Data Gathering Device 204
Communication Link 214
Corporate LAN
Pharmacy N
User Interface 202
Communication Device 206
Data Gathering Device 204
Communication Link 214
Data Processing Device 220
Corporate Database 218

FIG. 2

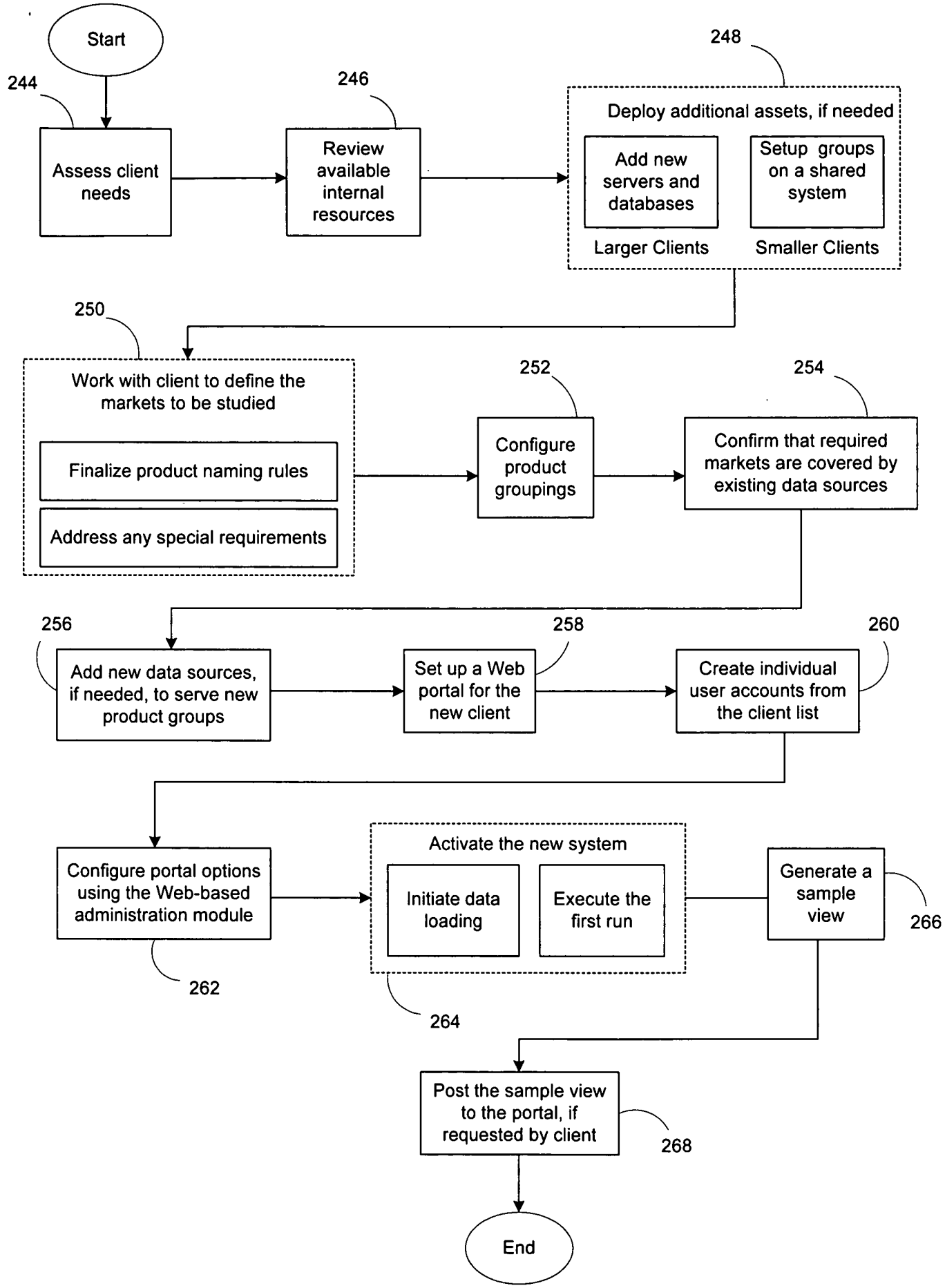

Start
244
Assess client needs
246
Review available internal resources
248
Deploy additional assets, if needed
Add new servers and databases
Setup groups on a shared system
Larger Clients
Smaller Clients
250
Work with client to define the markets to be studied
Finalize product naming rules
Address any special requirements
252
Configure product groupings
254
Confirm that required markets are covered by existing data sources
256
Add new data sources, if needed, to serve new product groups
258
Set up a Web portal for the new client
260
Create individual user accounts from the client list
Configure portal options using the Web-based administration module
262
Activate the new system
Initiate data loading
Execute the first run
264
Generate a sample view
266
Post the sample view to the portal, if requested by client
268
End

FIG. 2a

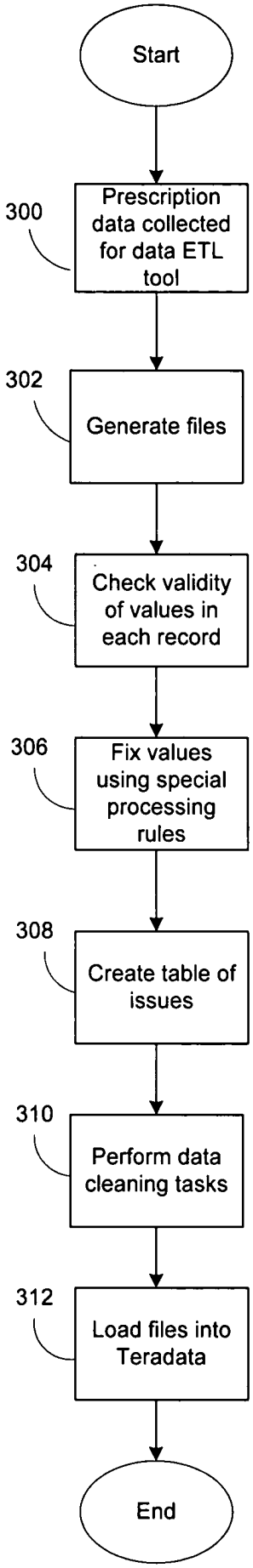

Start
300
Prescription data collected for data ETL tool
302
Generate files
304
Check validity of values in each record
306
Fix values using special processing rules
308
Create table of issues
310
Perform data cleaning tasks
312
Load files into Teradata
End

FIG. 3

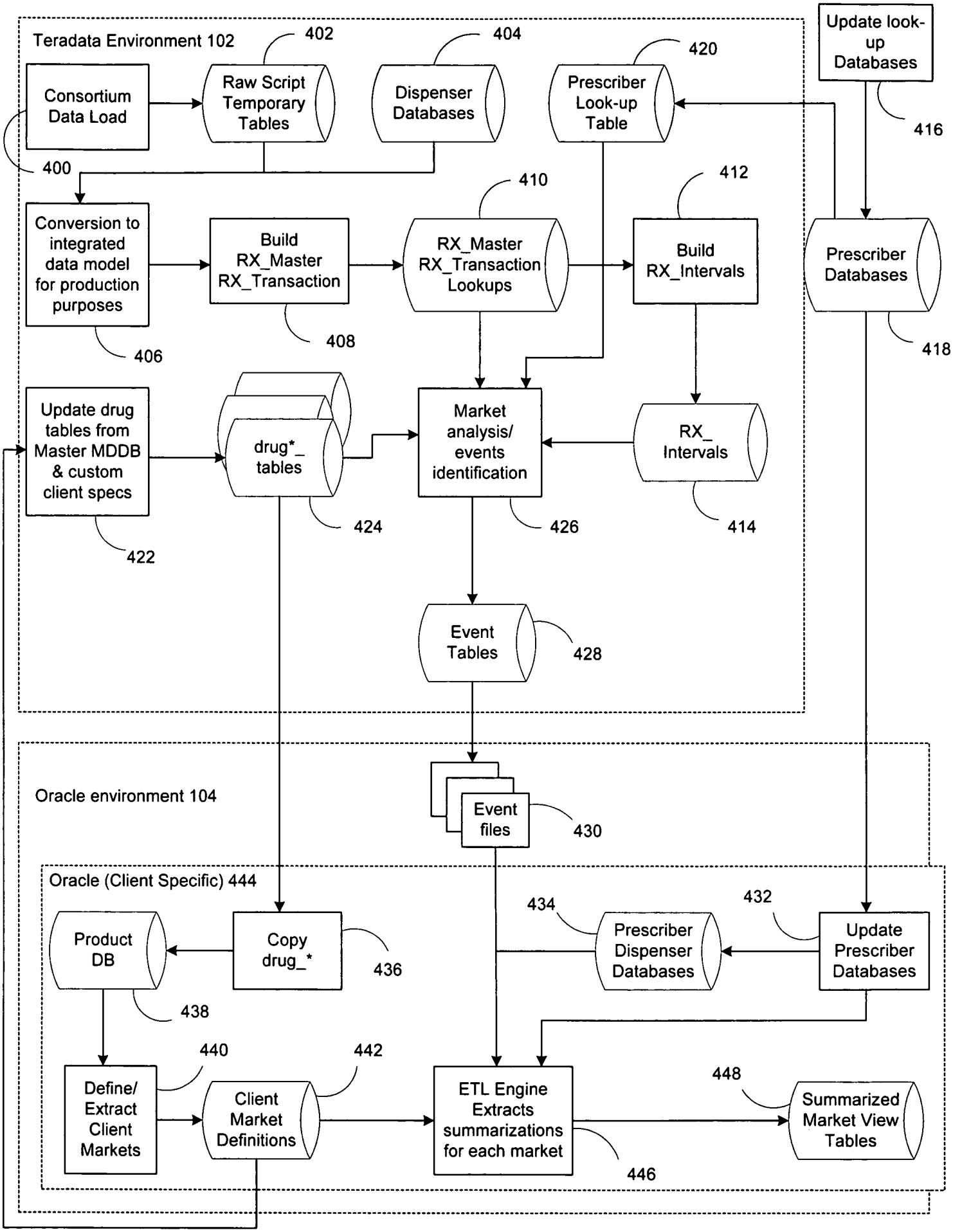

Teradata Environment 102
Consortium Data Load
Raw Script Temporary Tables
Dispenser Databases
Prescriber Look-up Table
Update look-up Databases
400
402
404
420
416
Conversion to integrated data model for production purposes
Build RX_Master RX_Transaction
RX_Master RX_Transaction Lookups
Build RX_Intervals
Prescriber Databases
406
408
410
412
418
Update drug tables from Master MDDB & custom client specs
drug*_ tables
Market analysis/ events identification
RX_ Intervals
422
424
426
414
Event Tables
428
Oracle environment 104
Event files
430
Oracle (Client Specific) 444
Product DB
Copy drug_*
Prescriber Dispenser Databases
Update Prescriber Databases
434
432
436
438
Define/ Extract Client Markets
Client Market Definitions
ETL Engine Extracts summarizations for each market
Summarized Market View Tables
440
442
448
446

FIG. 4

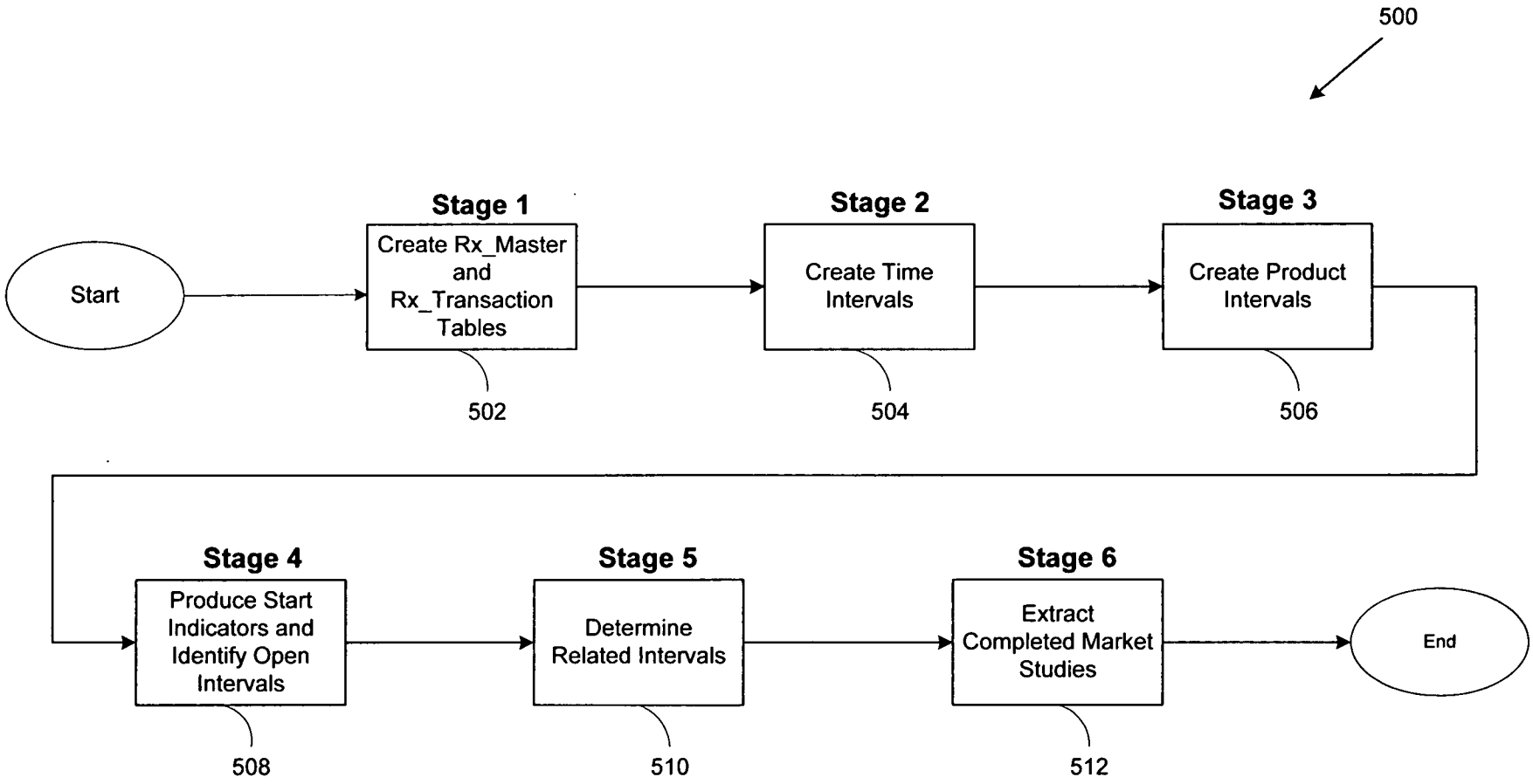

500
Start
Stage 1
Create Rx_Master and Rx_Transaction Tables
502
Stage 2
Create Time Intervals
504
Stage 3
Create Product Intervals
506
Stage 4
Produce Start Indicators and Identify Open Intervals
508
Stage 5
Determine Related Intervals
510
Stage 6
Extract Completed Market Studies
512
End

FIG. 5

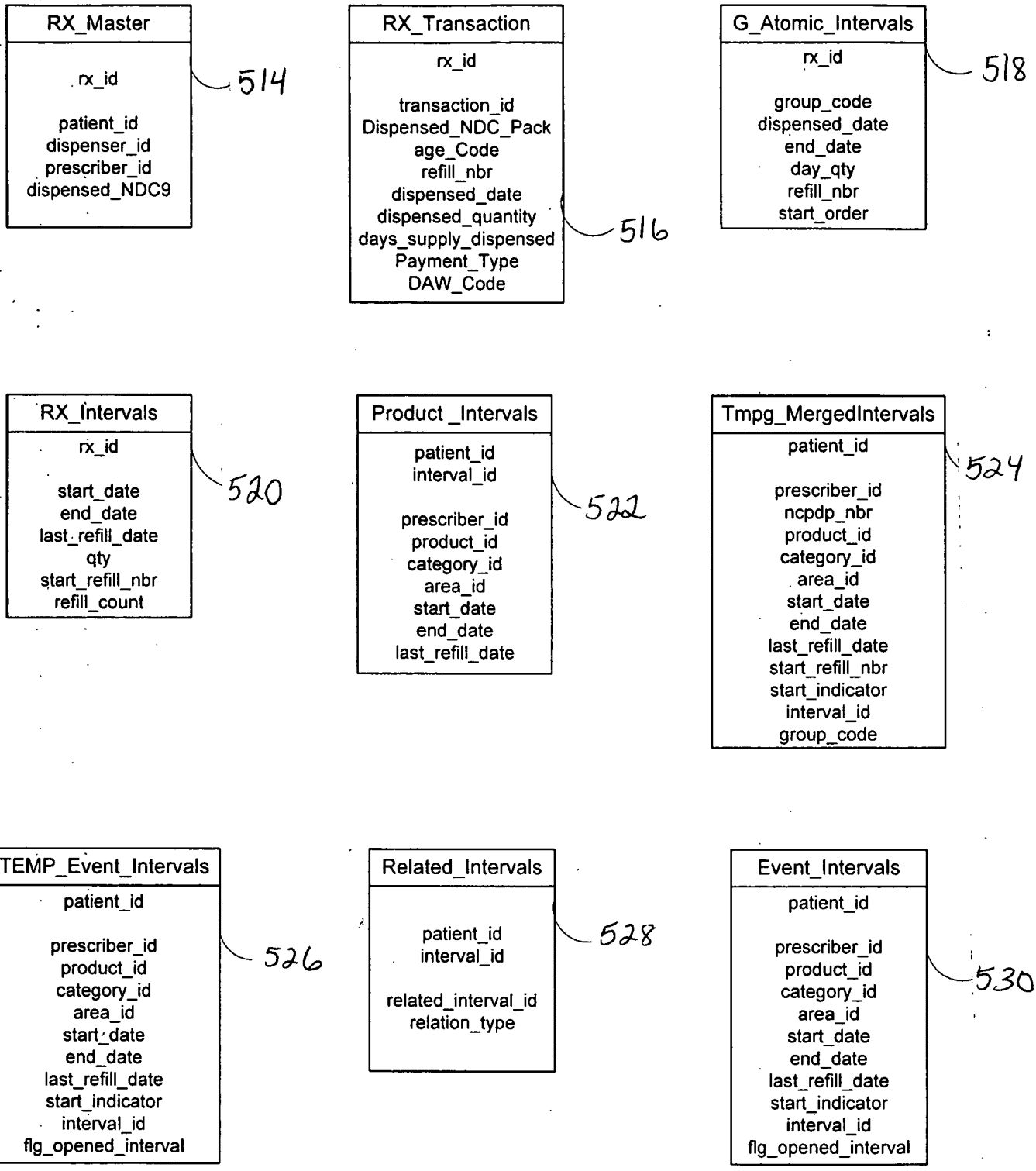

RX_Master
rx_id
patient_id
dispenser_id
prescriber_id
dispensed_NDC9
514
RX_Transaction
rx_id
transaction_id
Dispensed_NDC_Pack
age_Code
refill_nbr
dispensed_date
dispensed_quantity
days_supply_dispensed
Payment_Type
DAW_Code
516
G_Atomic_Intervals
rx_id
group_code
dispensed_date
end_date
day_qty
refill_nbr
start_order
518
RX_Intervals
rx_id
start_date
end_date
last_refill_date
qty
start_refill_nbr
refill_count
520
Product _Intervals
patient_id
interval_id
prescriber_id
product_id
category_id
area_id
start_date
end_date
last_refill_date
522
Tmpg_MergedIntervals
patient_id
prescriber_id
ncpdp_nbr
product_id
category_id
area_id
start_date
end_date
last_refill_date
start_refill_nbr
start_indicator
interval_id
group_code
524
TEMP_Event_Intervals
patient_id
prescriber_id
product_id
category_id
area_id
start_date
end_date
last_refill_date
start_indicator
interval_id
flg_opened_interval
526
Related_Intervals
patient_id
interval_id
related_interval_id
relation_type
528
Event_Intervals
patient_id
prescriber_id
product_id
category_id
area_id
start_date
end_date
last_refill_date
start_indicator
interval_id
flg_opened_interval
530

FIG. 5a

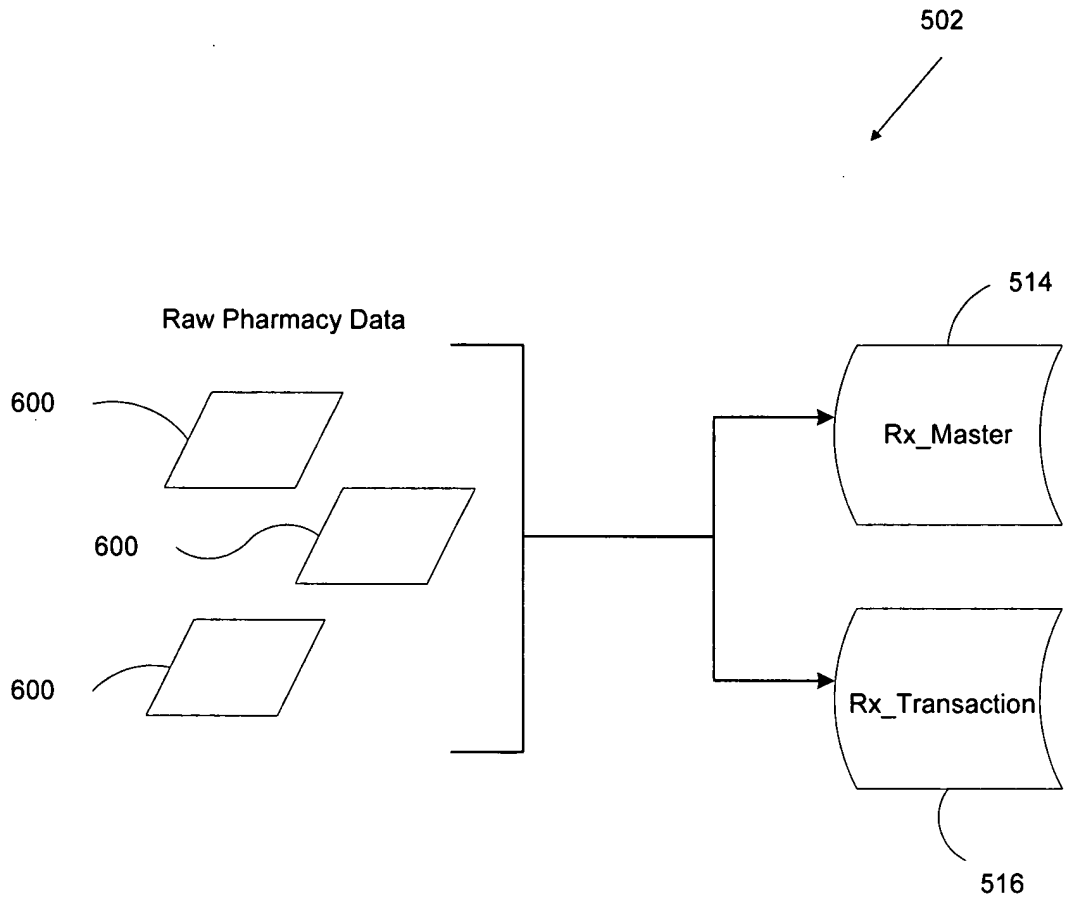

502
Raw Pharmacy Data
600
600
600
514
Rx_Master
Rx_Transaction
516

FIG. 6

RX_Master			
Column Name	Data Type	Null Option	Description
rx_id			Primary key. Keys this table to RX_Transaction.
patient_id			A unique identifier for the current anonymous patient. Details about the patient, including birth year and gender, are stored separately in a Patient table. The Patient table is keyed to this *Patient_ID*, as is the Patient Identifier used by the Dispenser for this patient.
dispenser_id			A unique identifier which indicates the pharmacy that dispensed the product to the patient. *Dispenser_ID* is used to link to the dispenser table contains details about the dispenser/pharmacy including address, chain affiliations, store affiliations and NCPDP number. Currently, the *Dispenser_ID* is the pharmacy's NCPDP number but this may be changed at some point because not all data providers supply NCPDP numbers.
prescriber_id			Identifies the prescribing physician. This is a sequentially generated identifier. The xRef_DEA table provides a look-up between the *prescriber_id* and the DEA number. In the future, another "xRef" table will provide a direct map between the *prescriber_id* and the Dendrite UMP database.
dispensed_NDC9			Identifies the product dispensed. The number is the first 9 digits of an 11-digit format National Drug Code (NDC code) The first 5 digits of this number identifies the manufacturer. The next 4 digits provide the manufacturer's product number. *Dispensed_NDC9* is stored as an integer, thus the leading 0's are implicit. Since the last 2 digits of an 11-digit NDC number just specify a given product's package code, we can safely assume that all prescriptions with the same first 9 digits are, in fact, the same product. Note: Any product with an NDC code which doesn't follow the NDC11 to NDC9 roll-up cannot be analyzed using ScripMaxIQ. This includes products like medical devices.

RX_Transaction			
Column Name	Data Type	Null Option	Description
rx_id	*INTEGER*	*NOT NULL*	Primary key. Keys this table to RX_Master.
transaction_id	*DECIMAL(11,0)*	*NOT NULL*	Uniquely identifies the current purchase transaction. Since prescription IDs aren't required for consortium data, this id is derived by combining the four elements which make up *rx_id* as well as *refill_no* and *dispensed_date*.
Dispensed_NDC_Package_Code	*SMALLINT*		Holds the last 2 digits that had been removed to create the *Dispensed_NDC9* number from the current prescription's 11-digit NDC Code.
REFILL_NBR	*SMALLINT*		This is the refill sequence number from the original prescription. The first full prescription has a refill number of 0.
dispensed_date	*DATE FORMAT 'YYYY-MM-DD'*	*NOT NULL*	Specifies the date that the current transaction occurred.
dispensed_quantity	*DECIMAL(10,2) COMPRESS 30.00*		Indicates the number of dosages (pills, capsules, etc.) that were dispensed.
DAYS_SUPPLY_DISPENSED	*SMALLINT COMPRESS 30*		Shows the number of days that this dispensed medication is scheduled to last, i.e., 60 pills @ 2 per day = 30 days. There are values for *days_supply_dispensed* which don't match the day supply but indicate other things. For example, a value of "98" or "99" indicates that a given product was dispensed on an "as needed" basis.
Payment_Type	*VARCHAR(1) CHARACTER SET LATIN NOT CASESPECIFIC*		Specifies the form of payment used to purchase this medication, i.e., cash, medical insurance or Medicare.
DAW_Code	*VARCHAR(2)*	*CHARACTER SET LATIN NOT CASESPECIFIC)*	Shows whether the dispenser provided the exact product specified on the prescription or a substitute.

FIG 6a

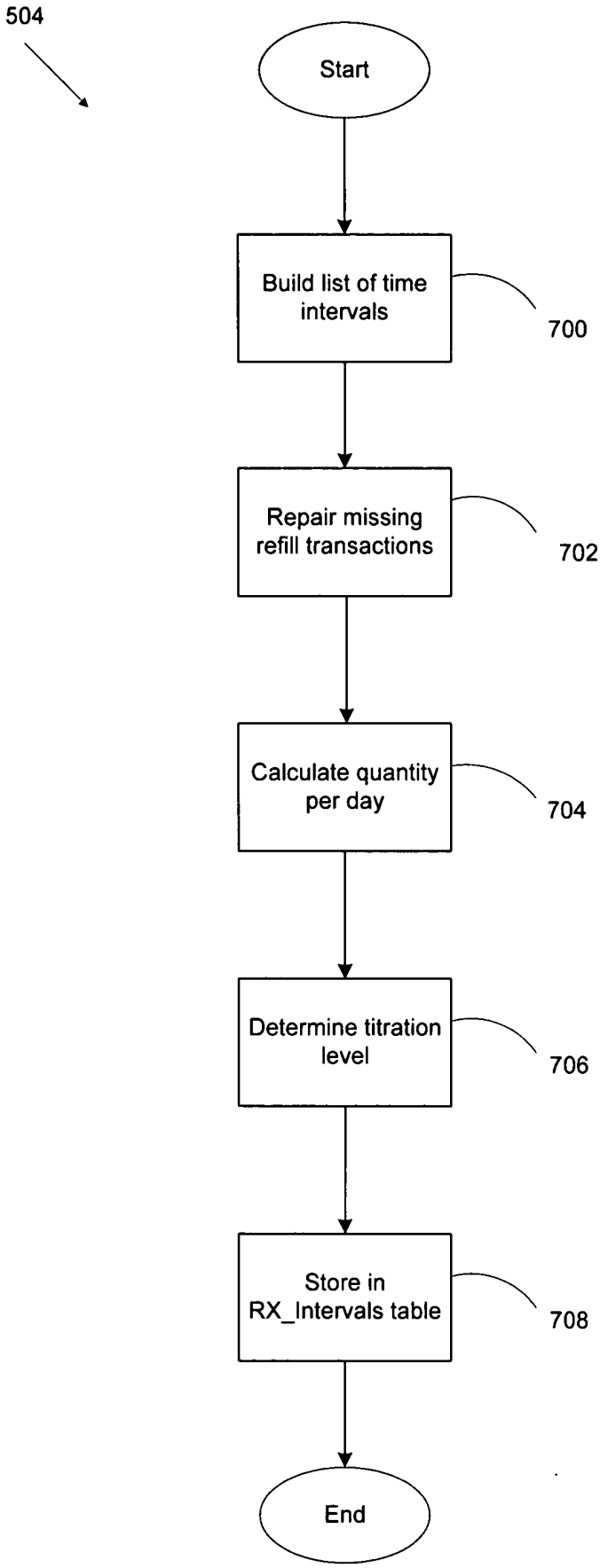

504
Start
Build list of time intervals
700
Repair missing refill transactions
702
Calculate quantity per day
704
Determine titration level
706
Store in RX_Intervals table
708
End

FIG. 7

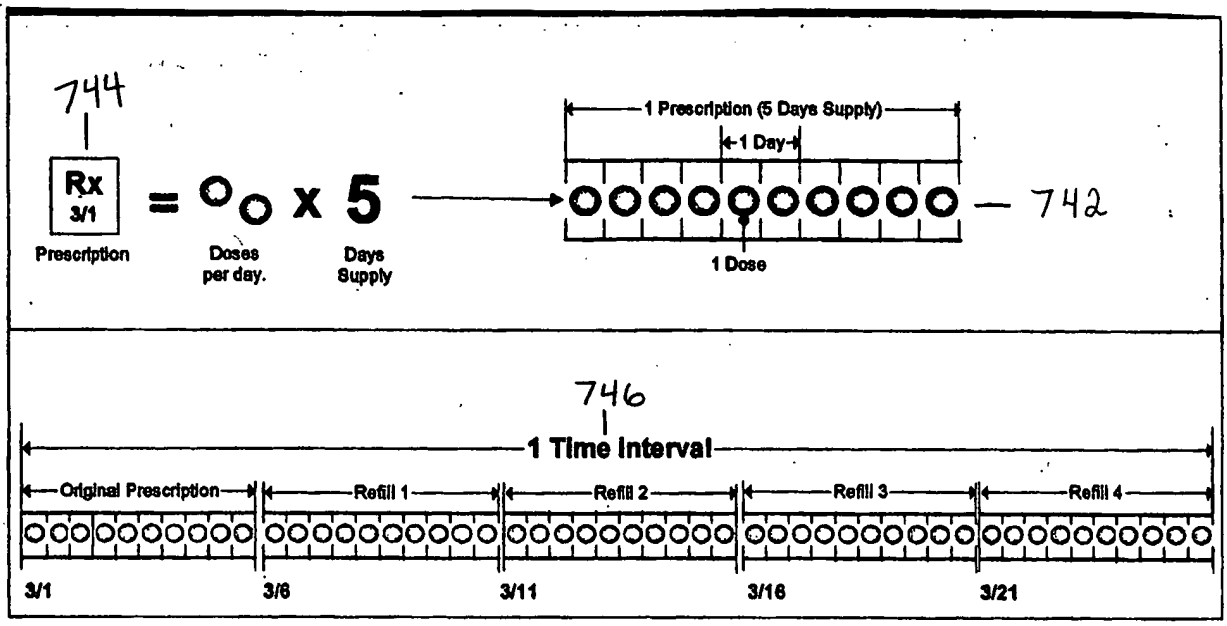

744
Rx
3/1
Prescription
= o o x 5
Doses per day.
Days Supply
1 Prescription (5 Days Supply)
1 Day
1 Dose
742
746
1 Time Interval
Original Prescription
Refill 1
Refill 2
Refill 3
Refill 4
3/1
3/6
3/11
3/16
3/21

FIG. 7a

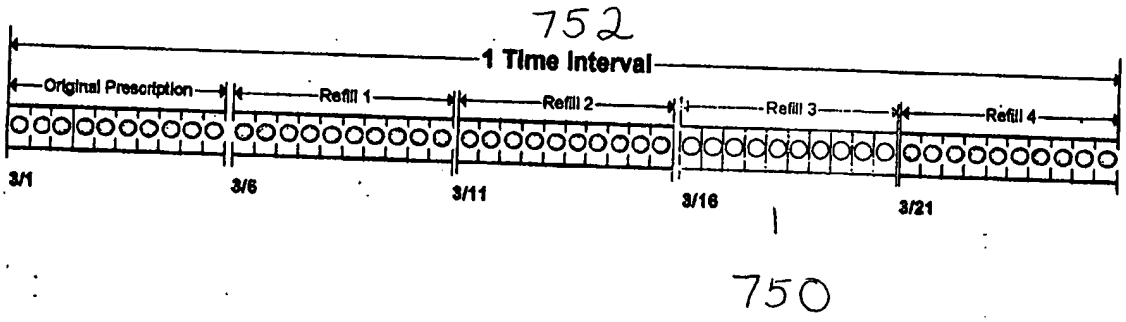

752
1 Time Interval
Original Prescription
Refill 1
Refill 2
Refill 3
Refill 4
3/1
3/6
3/11
3/16
3/21
750

FIG. 7b

RX_Interval			
Column Name	Data Type	Null Option	Description
rx_id			Primary Key.
start_date			Indicates the start of the current refill's treatment cycle. Calculated from the Rx purchase date.
end_date			Indicates the end of the current refill's treatment cycle. Calculated by adding the *days_supply* of the medication to its purchase date.
last_refill_date			*last_refill_date* is the last date within this interval that the the patient physically refilled an Rx for the same product. The actual date the patient stopped taking the product will be sometime between this date and end_date, which is *last_refill_date* plus *days_supply* taken from the last refill (which could be different from the *days_supply* for all previous refills on a prescription).
qty			Refers to quantity per day of the medication. This is a fractional number.
start_refill_nbr			Stores the refill number of the earliest transaction in

FIG. 7c

710

Rx_Transaction Table Entries

Rx_id **714**	Transaction_Id	Dispensed ndc package code	Refill_no	Dispensed Date	Dispensed QTY	Days Supply	Payment Type	DAW
469,814,736	1,442,997,754	08	2	2000-01-28	60	30	T	0
469,814,736	787,315,098	08	3	2000-06-01	60	30	T	0
469,814,736	627,226,368	08	4	2000-07-03	30	15	T	0
469,814,736	469,814,736	08	0	2000-12-11	60	30	T	0
469,814,736	633,143,033	08	1	2001-01-30	60	30	T	0

712

Corresponding RX_Interval Records

Rx_id **714**	Start_date	End_date	Last_refill_date	Qty	Refill_count	Start_refill_nbr
469,814,736	2000-01-28	2000-07-18	2000-07-03	2.00		
469,814,736	2000-12-11	2001-02-30	2001-01-30	2.00		

FIG. 7d

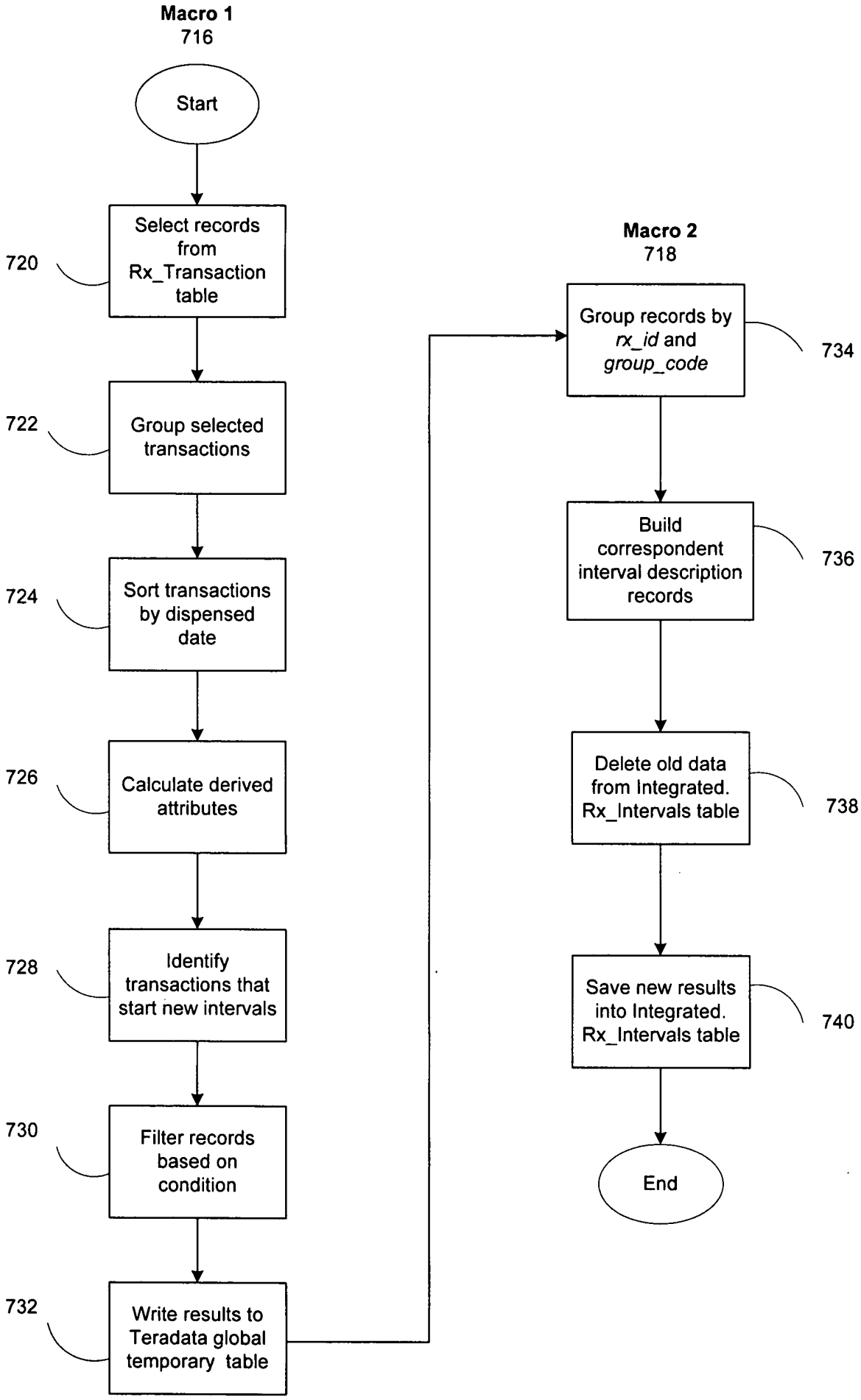

Macro 1
716
Start
Select records from Rx_Transaction table
720
Group selected transactions
722
Sort transactions by dispensed date
724
Calculate derived attributes
726
Identify transactions that start new intervals
728
Filter records based on condition
730
Write results to Teradata global temporary table
732
Macro 2
718
Group records by rx_id and group_code
734
Build correspondent interval description records
736
Delete old data from Integrated. Rx_Intervals table
738
Save new results into Integrated. Rx_Intervals table
740
End

FIG. 7e

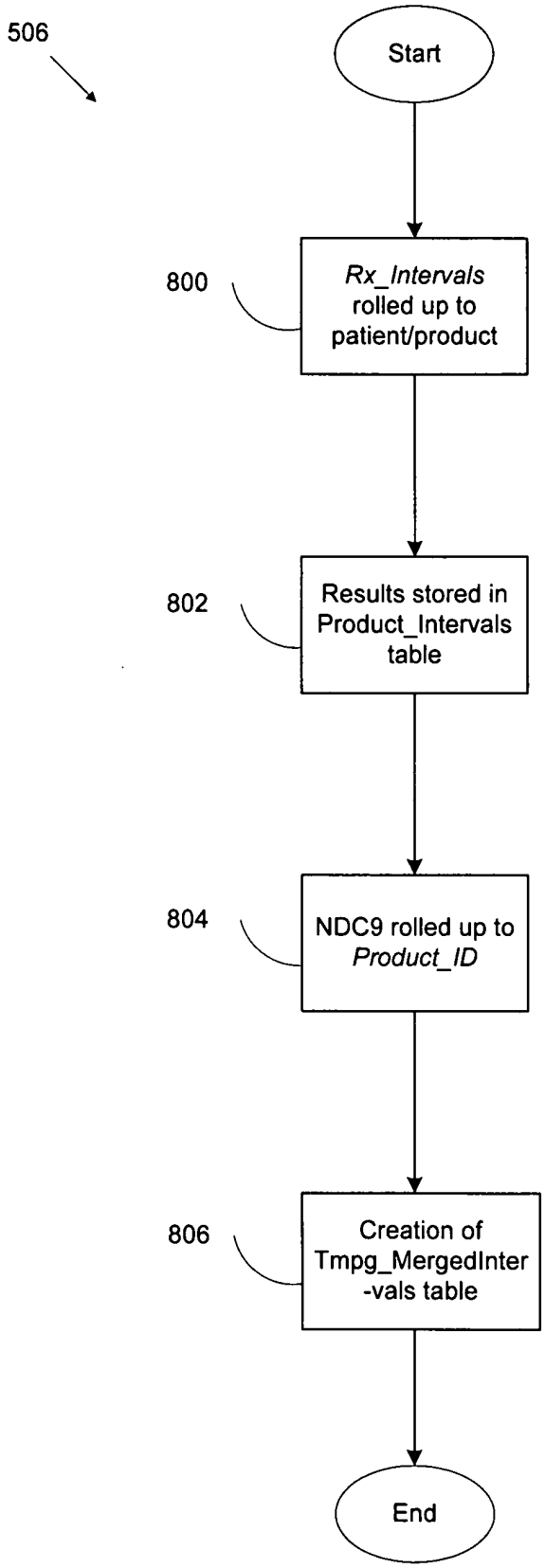

506
Start
800
Rx_Intervals rolled up to patient/product
802
Results stored in Product_Intervals table
804
NDC9 rolled up to *Product_ID*
806
Creation of Tmpg_MergedInter -vals table
End

Fig. 8

Product_Intervals			
Column Name	Data Type	Null Option	Description
patient_id			*patient_id* and *interval_id* are combined to create the primary key. *interval_id* is a small int and restarts for each patient.
interval_id		Small int	
prescriber_id			Identifies the prescribing physician. This is a sequentially generated identifier. The xRef_DEA table provides a look-up between the *prescriber_id* and the DEA number. In the future, another "xRef" table will provide a direct map between the *prescriber_id* and the Dendrite UMP database.
product_id			Corresponds to a combination of a unique product trade name and classification from NDDB. Every unique combination is given a product ID. Product IDs can also be custom-defined. Custom-defined product have negative product IDs.
category_id			*Category_ID* is the Therapeutic Category that this product belongs to. This is a narrow grouping of products. Products within the same Therapeutic Category are considered generally equivalent to one another, in other words they compete amongst each other. The *Category_ID* corresponds to the class_id part of a product's Generic Product Identifier (GPI) in the MDDB Database. Classes can also be custom-defined.
area_id			Identifies the Therapeutic Area that this product belongs to. This is a broad grouping of comparable products. That's to say, products between which switch events are possible. If two products are not in the same Therapeutic Area, then they aren't considered switch candidates.
start_date			Indicates the start of the current refill's treatment cycle. Calculated from the Rx purchase date.
end_date			Indicates the end of the current refill's treatment cycle. Calculated by adding the *days_supply* of the medication to *start_date*.

FIG. 8a

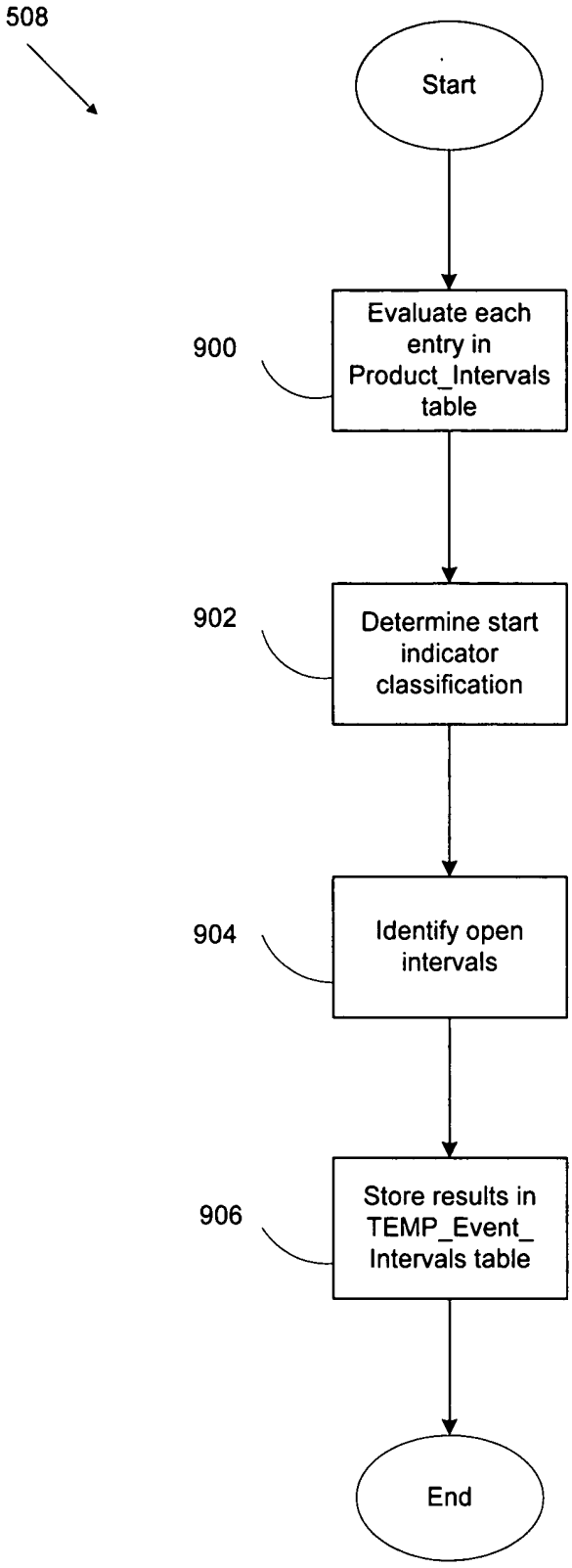

508
Start
Evaluate each entry in Product_Intervals table
900
Determine start indicator classification
902
Identify open intervals
904
Store results in TEMP_Event_ Intervals table
906
End

FIG. 9

Value	Name	Description
T	Area Start	First time the patient has taken any product in this therapeutic area
M	Category Start	First time the patient has taken any product in this therapeutic category
B	Product Start	First time the patient has taken this product
R	Restart	The patient is taking this product after not taking this product anytime in the previous 90 days
X	Intermittent	None of the above conditions met. Indicates intermittent use

FIG. 9a

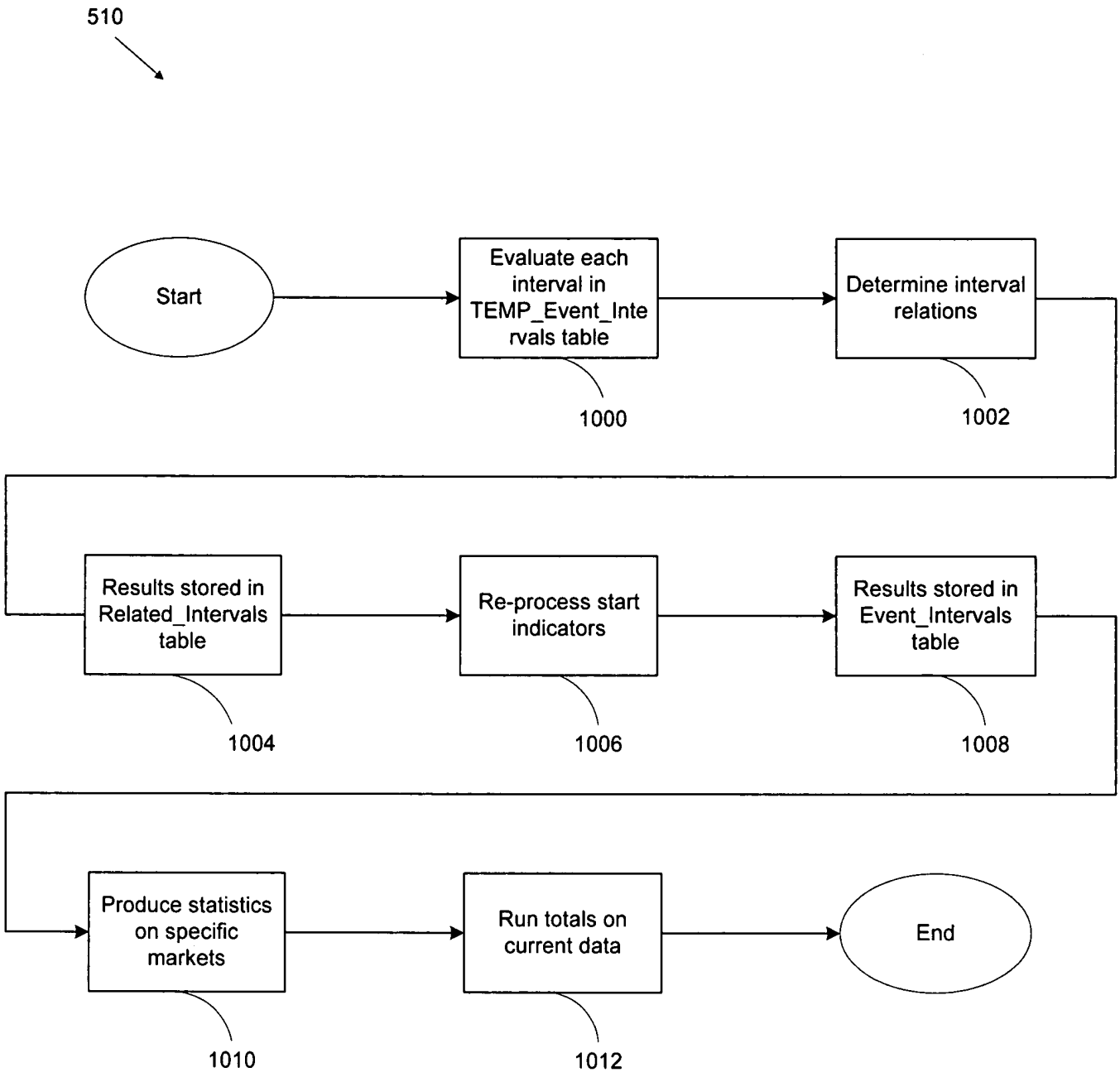

510
Start
Evaluate each interval in TEMP_Event_Intervals table
1000
Determine interval relations
1002
Results stored in Related_Intervals table
1004
Re-process start indicators
1006
Results stored in Event_Intervals table
1008
Produce statistics on specific markets
1010
Run totals on current data
1012
End

FIG. 10

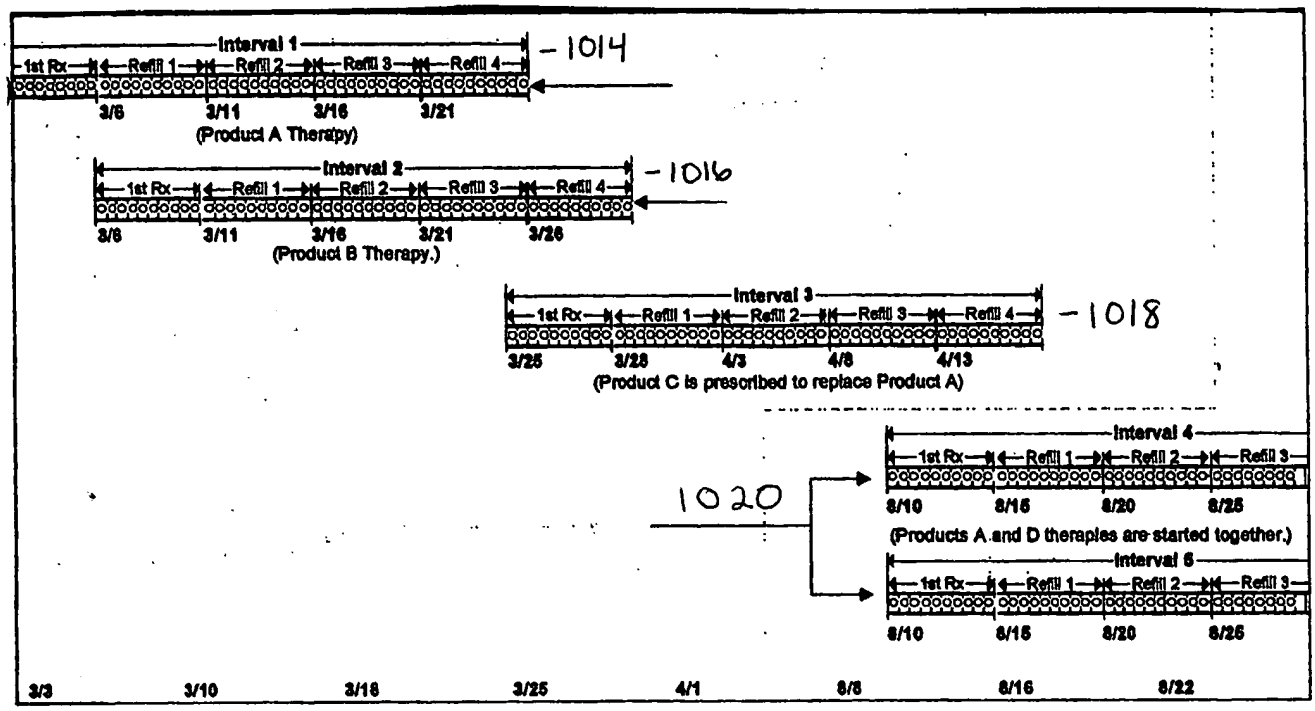
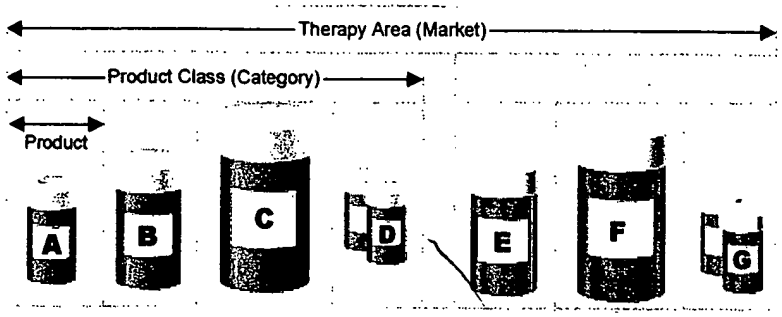

Interval 1
1st Rx
Refill 1
Refill 2
Refill 3
Refill 4
3/6
3/11
3/16
3/21
(Product A Therapy)
1014
Interval 2
1st Rx
Refill 1
Refill 2
Refill 3
Refill 4
3/6
3/11
3/16
3/21
3/26
(Product B Therapy.)
1016
Interval 3
1st Rx
Refill 1
Refill 2
Refill 3
Refill 4
3/25
3/28
4/3
4/8
4/13
(Product C is prescribed to replace Product A)
1018
1020
Interval 4
1st Rx
Refill 1
Refill 2
Refill 3
8/10
8/15
8/20
8/25
(Products A and D therapies are started together.)
Interval 5
1st Rx
Refill 1
Refill 2
Refill 3
8/10
8/15
8/20
8/25
3/3
3/10
3/18
3/25
4/1
8/8
8/16
8/22

FIG. 10a

1030



1032

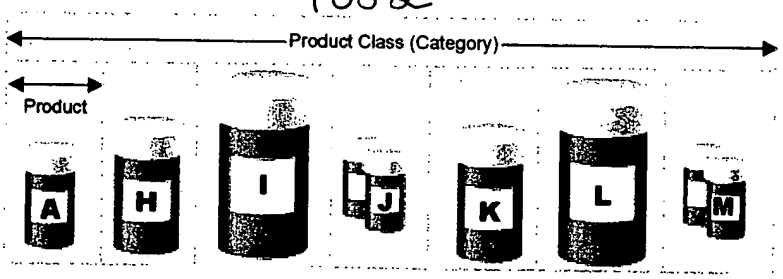
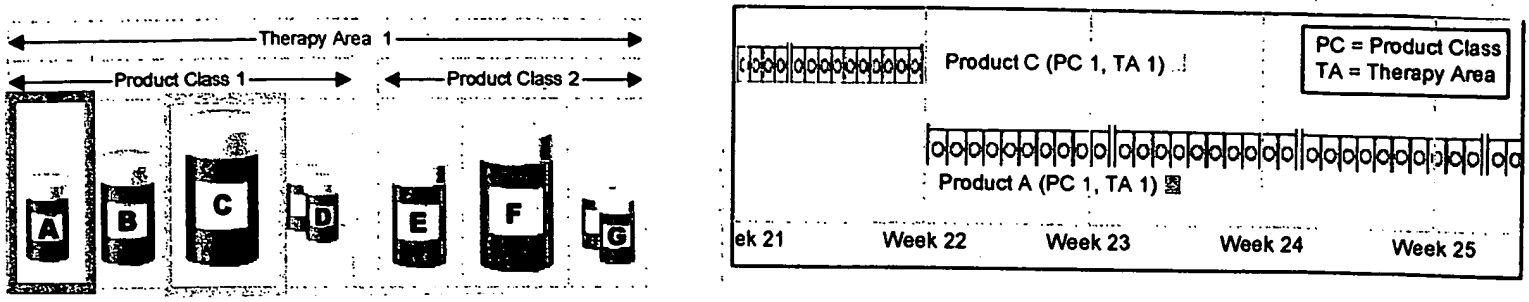
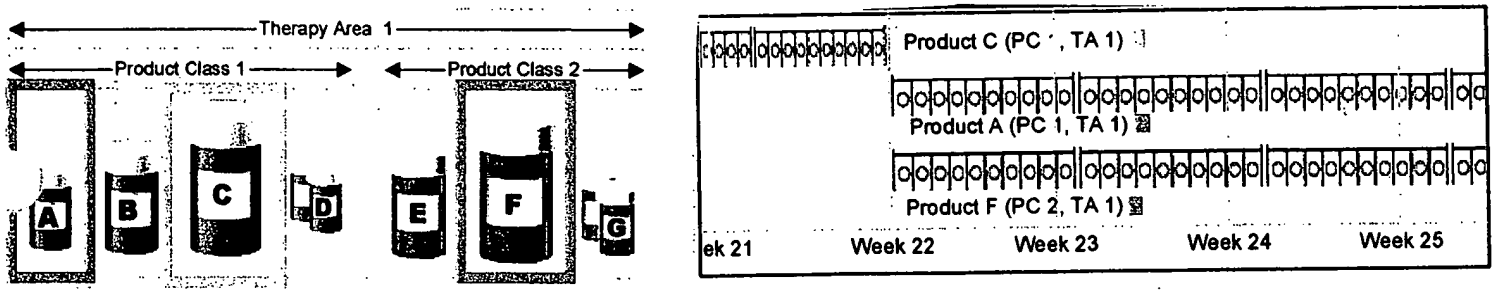


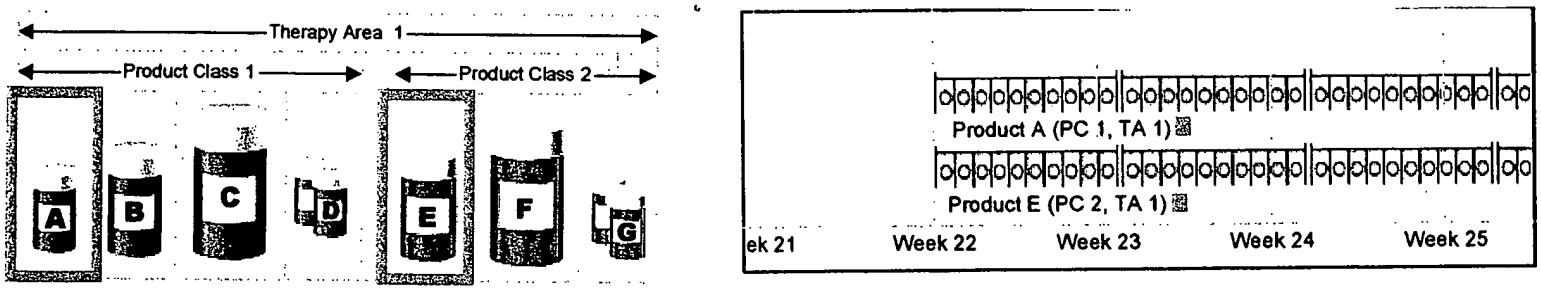
FIG. 10b



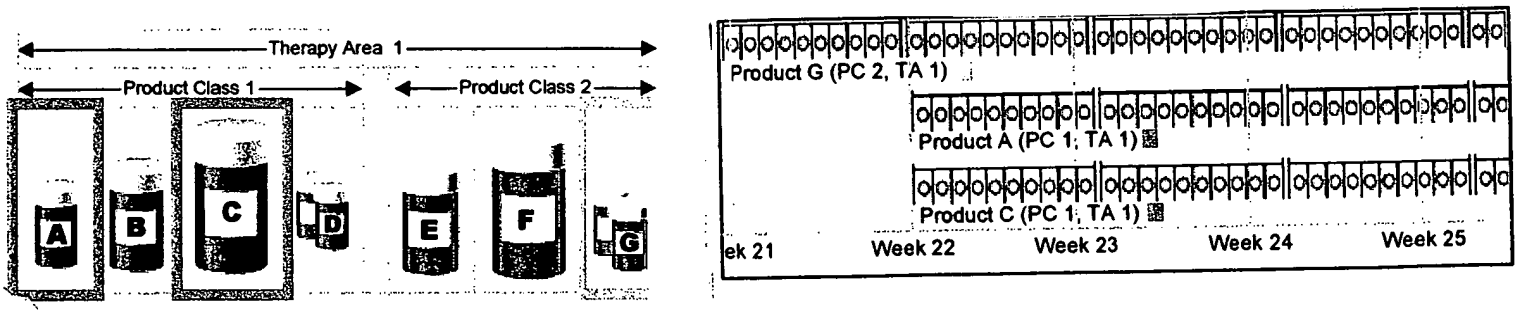
1034



1036

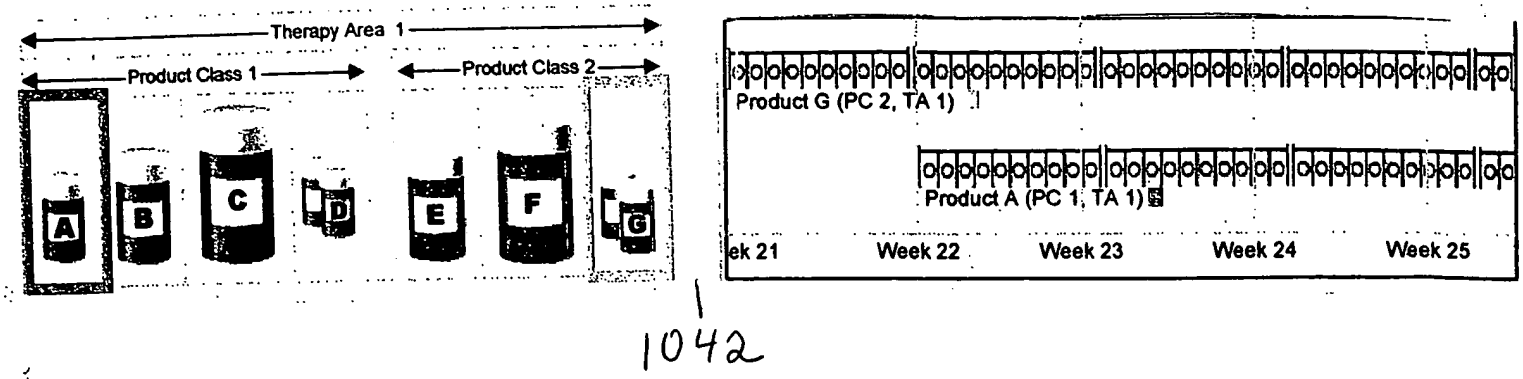


1038

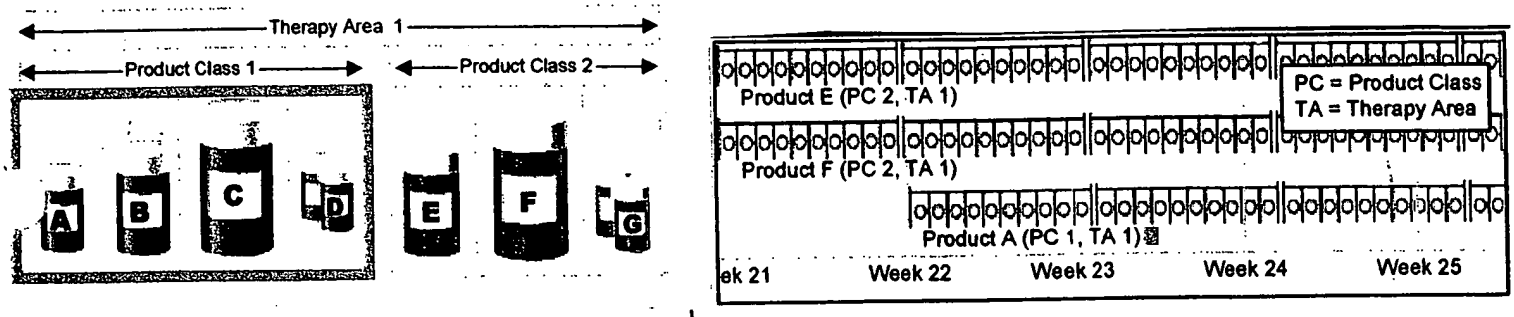


1040

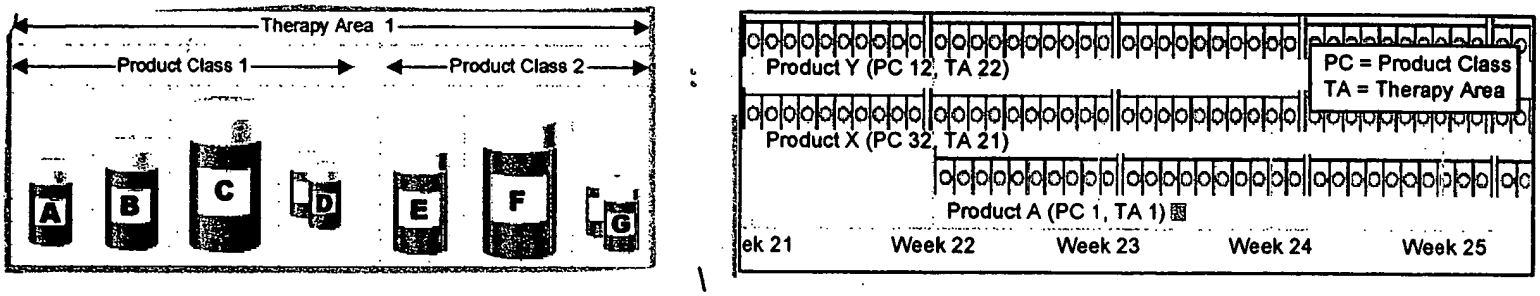
FIG. 10c



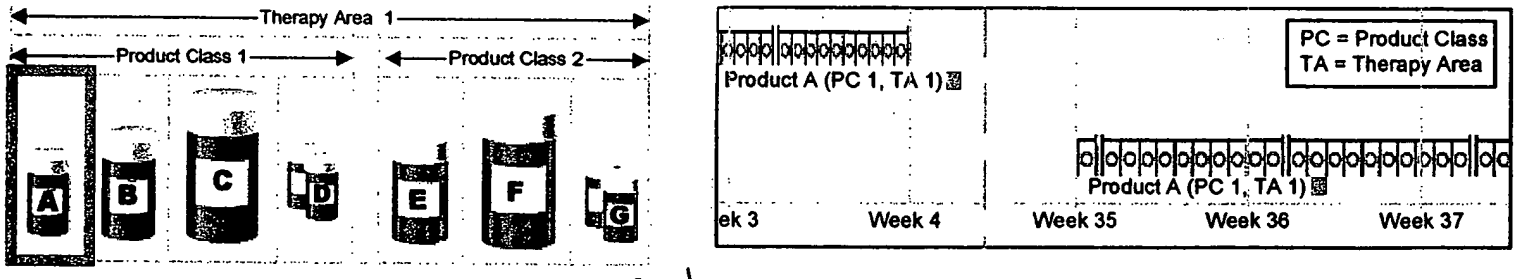
1042



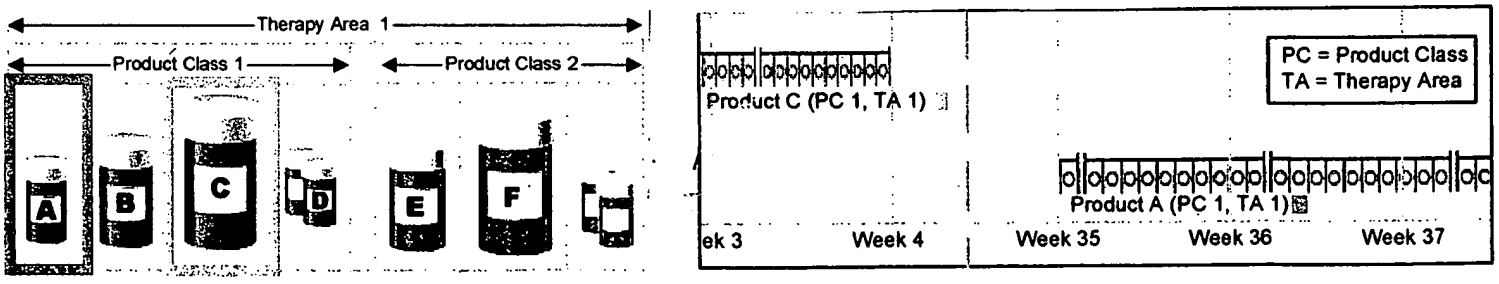
1044



1046

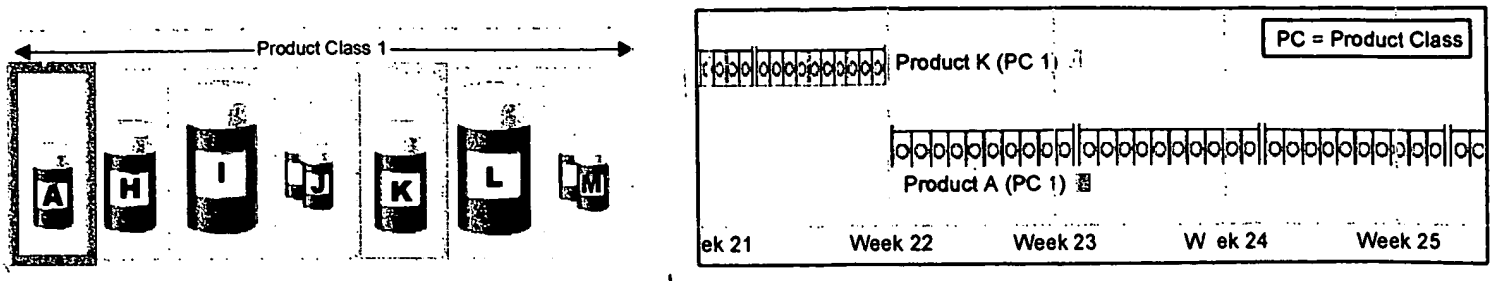


1048

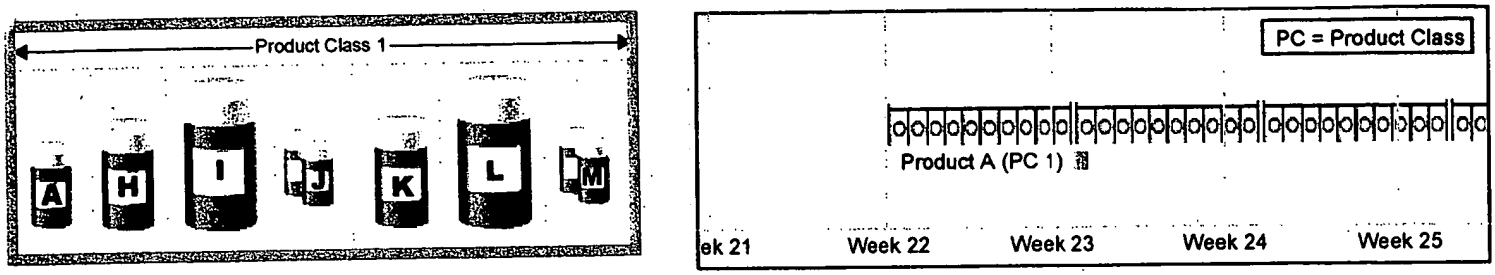


1050

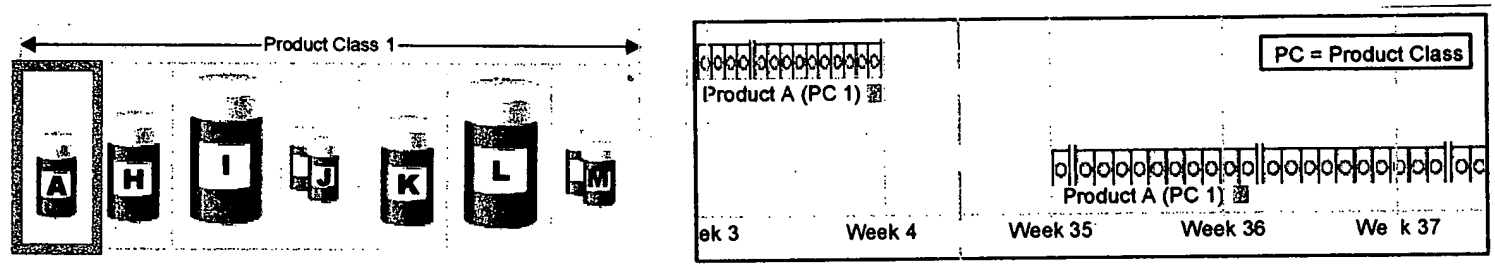
FIG. 10c cont.



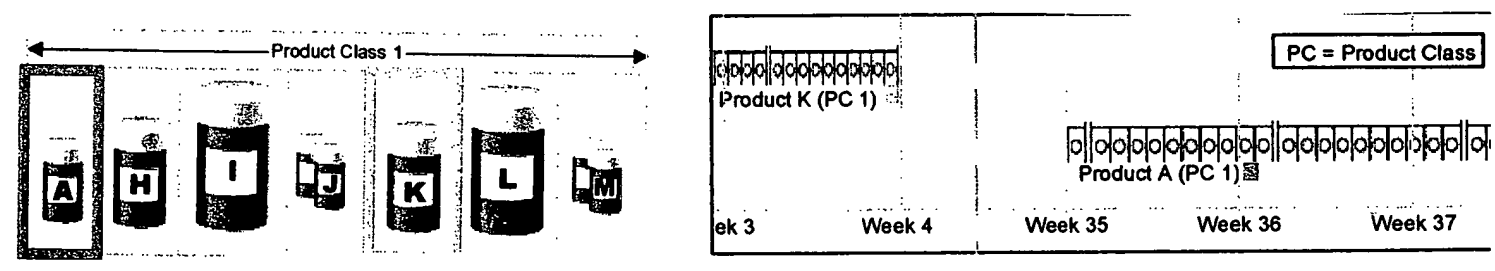
1052



1054



1056



1058

FIG. 10d

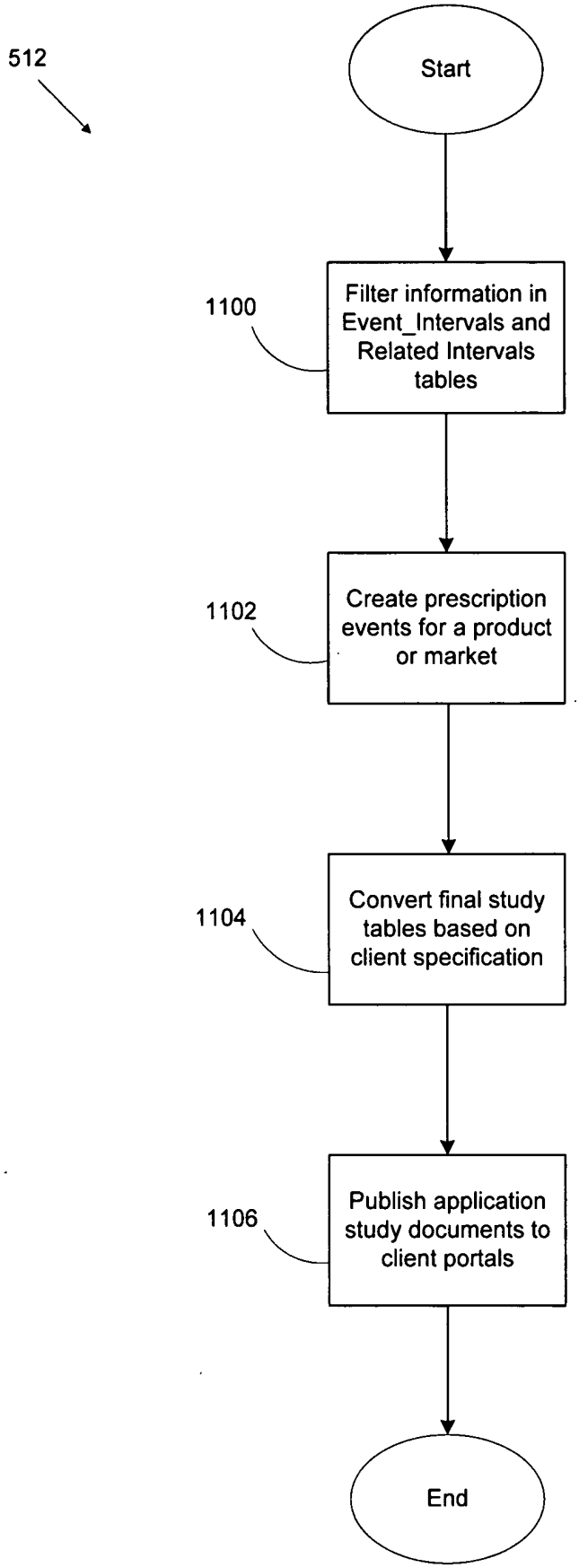

512
Start
1100
Filter information in Event_Intervals and Related Intervals tables
1102
Create prescription events for a product or market
1104
Convert final study tables based on client specification
1106
Publish application study documents to client portals
End

FIG. 11

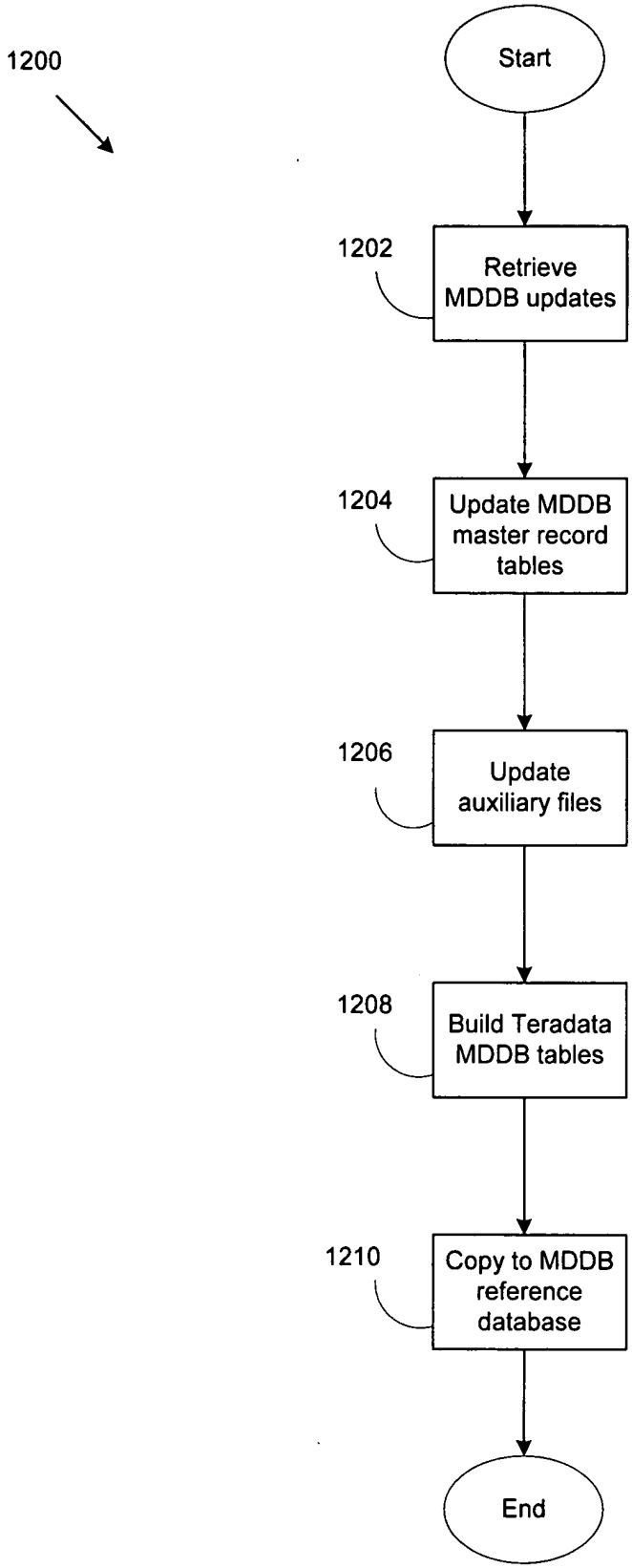

1200
Start
1202
Retrieve MDDB updates
1204
Update MDDB master record tables
1206
Update auxiliary files
1208
Build Teradata MDDB tables
1210
Copy to MDDB reference database
End

FIG. 12

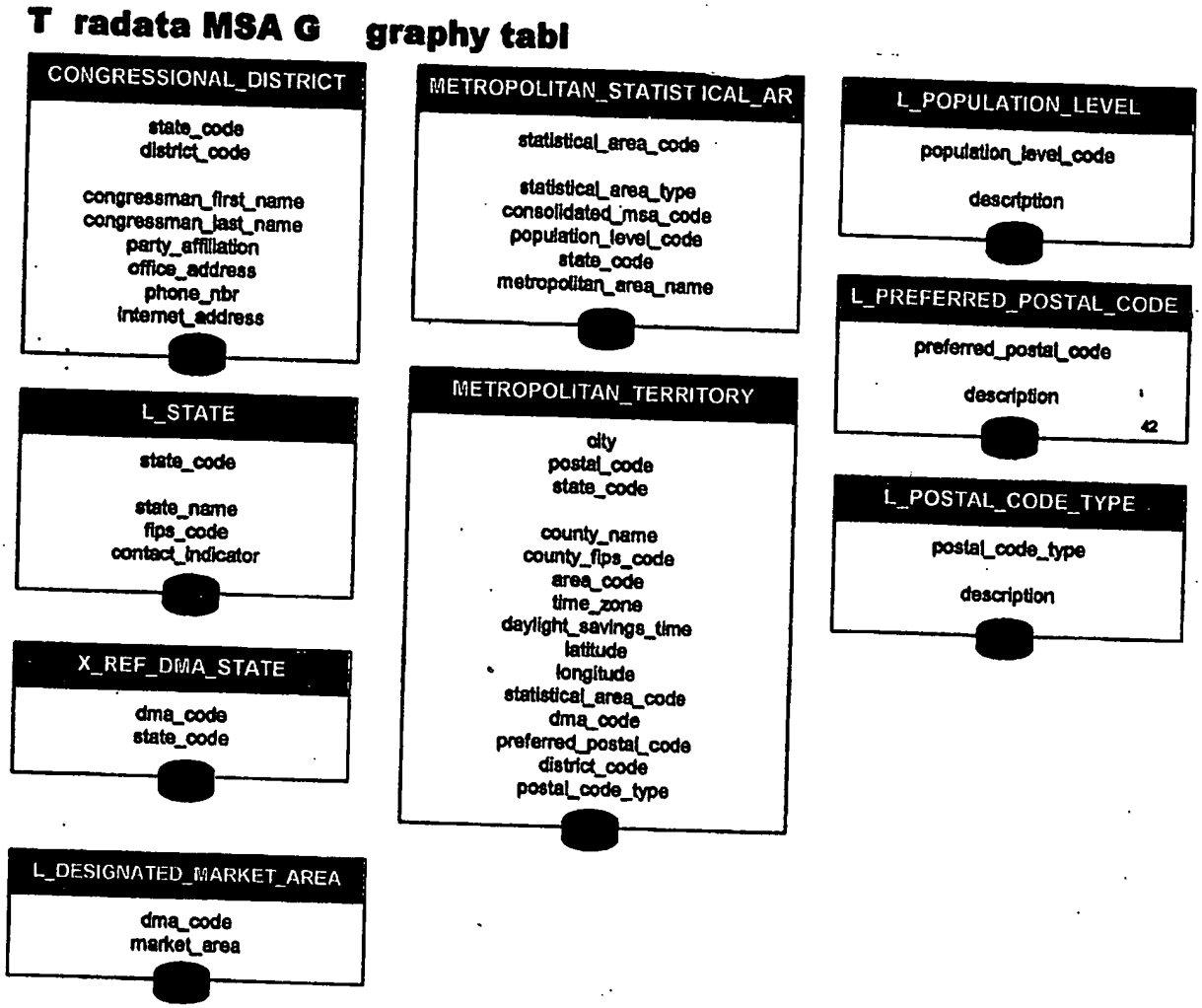
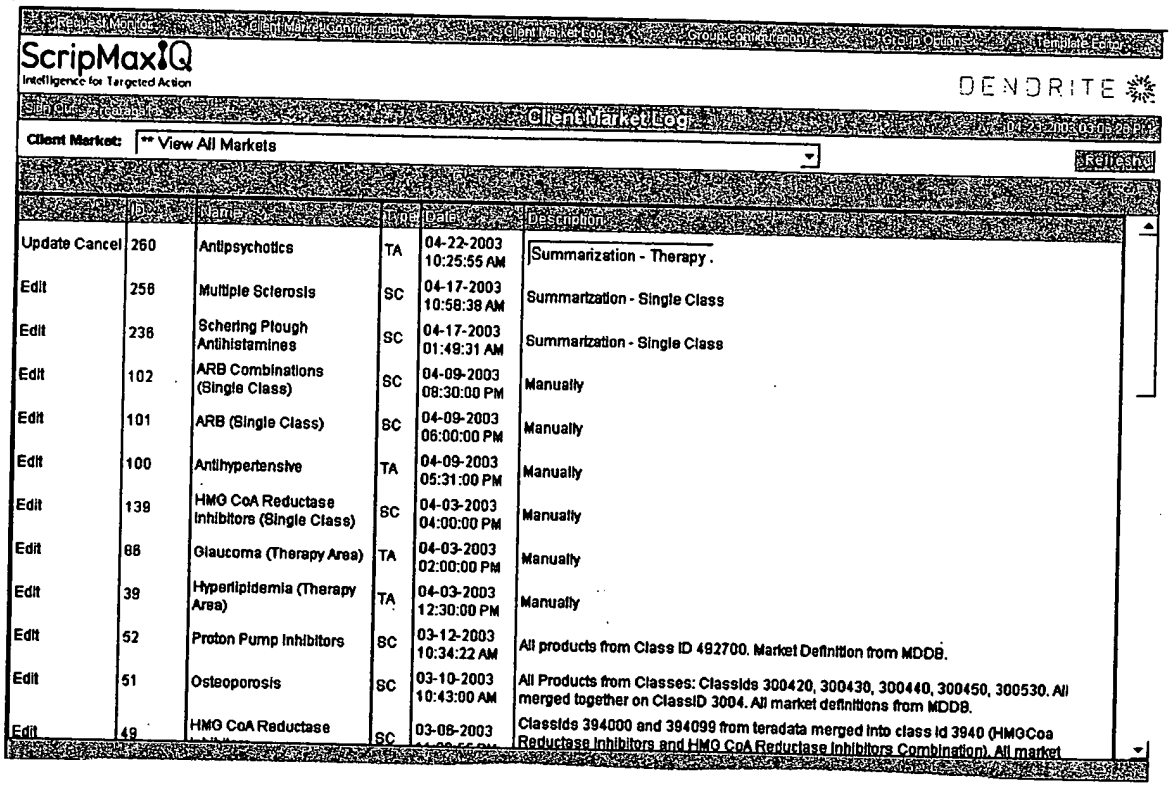

T radata MSA G graphy tabl
CONGRESSIONAL_DISTRICT
state_code
district_code
congressman_first_name
congressman_last_name
party_affiliation
office_address
phone_nbr
internet_address
METROPOLITAN_STATIST ICAL_AR
statistical_area_code
statistical_area_type
consolidated_msa_code
population_level_code
state_code
metropolitan_area_name
L_POPULATION_LEVEL
population_level_code
description
L_PREFERRED_POSTAL_CODE
preferred_postal_code
description
L_STATE
state_code
state_name
fips_code
contact_indicator
METROPOLITAN_TERRITORY
city
postal_code
state_code
county_name
county_fips_code
area_code
time_zone
daylight_savings_time
latitude
longitude
statistical_area_code
dma_code
preferred_postal_code
district_code
postal_code_type
L_POSTAL_CODE_TYPE
postal_code_type
description
X_REF_DMA_STATE
dma_code
state_code
L_DESIGNATED_MARKET_AREA
dma_code
market_area

FIG. 13



	ID	Name	Type	Date	Description
Update Cancel	260	Antipsychotics	TA	04-22-2003 10:25:55 AM	Summarization - Therapy .
Edit	256	Multiple Sclerosis	SC	04-17-2003 10:58:38 AM	Summarization - Single Class
Edit	236	Schering Plough Antihistamines	SC	04-17-2003 01:49:31 AM	Summarization - Single Class
Edit	102	ARB Combinations (Single Class)	SC	04-09-2003 08:30:00 PM	Manually
Edit	101	ARB (Single Class)	SC	04-09-2003 06:00:00 PM	Manually
Edit	100	Antihypertensive	TA	04-09-2003 05:31:00 PM	Manually
Edit	139	HMG CoA Reductase Inhibitors (Single Class)	SC	04-03-2003 04:00:00 PM	Manually
Edit	88	Glaucoma (Therapy Area)	TA	04-03-2003 02:00:00 PM	Manually
Edit	39	Hyperlipidemia (Therapy Area)	TA	04-03-2003 12:30:00 PM	Manually
Edit	52	Proton Pump Inhibitors	SC	03-12-2003 10:34:22 AM	All products from Class ID 492700. Market Definition from MDDB.
Edit	51	Osteoporosis	SC	03-10-2003 10:43:00 AM	All Products from Classes: ClassIds 300420, 300430, 300440, 300450, 300530. All merged together on ClassID 3004. All market definitions from MDDB.
Edit	49	HMG CoA Reductase	SC	03-06-2003	ClassIds 394000 and 394099 from teradata merged into class id 3940 (HMGCoa Reductase Inhibitors and HMG CoA Reductase Inhibitors Combination). All market

FIG. 14

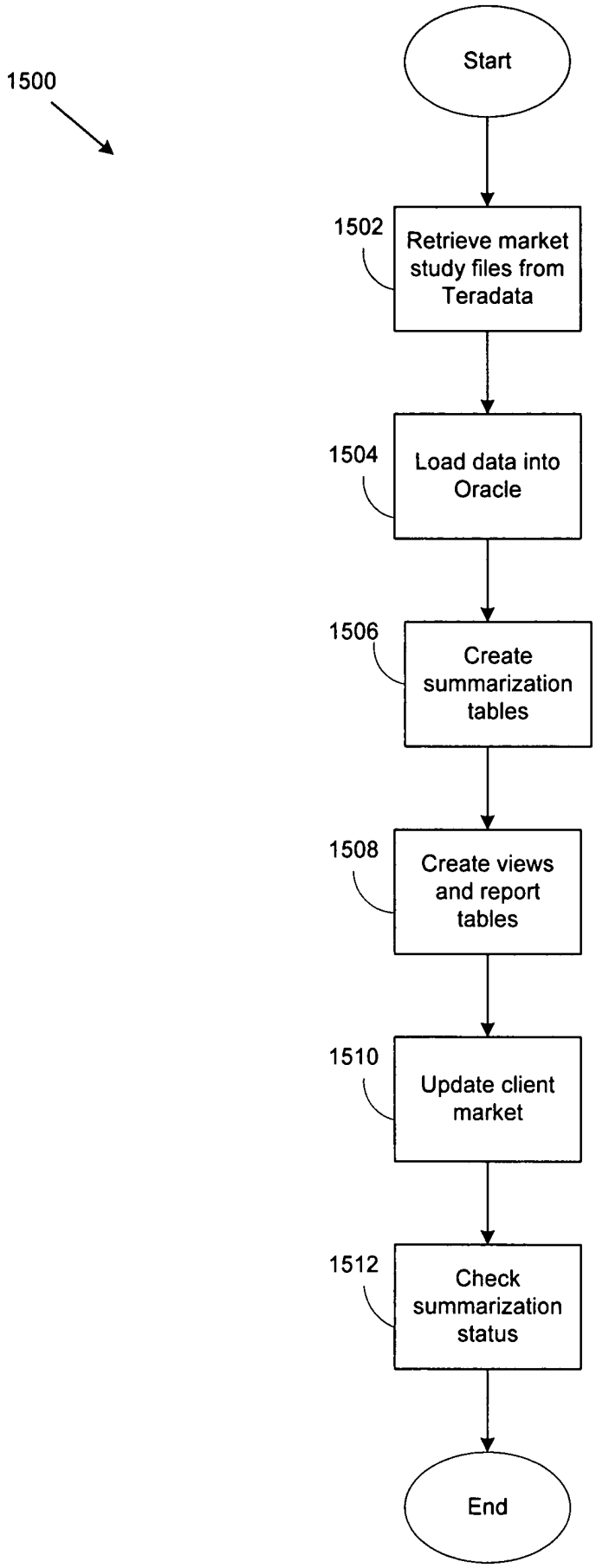

1500
Start
1502
Retrieve market study files from Teradata
1504
Load data into Oracle
1506
Create summarization tables
1508
Create views and report tables
1510
Update client market
1512
Check summarization status
End

FIG. 15

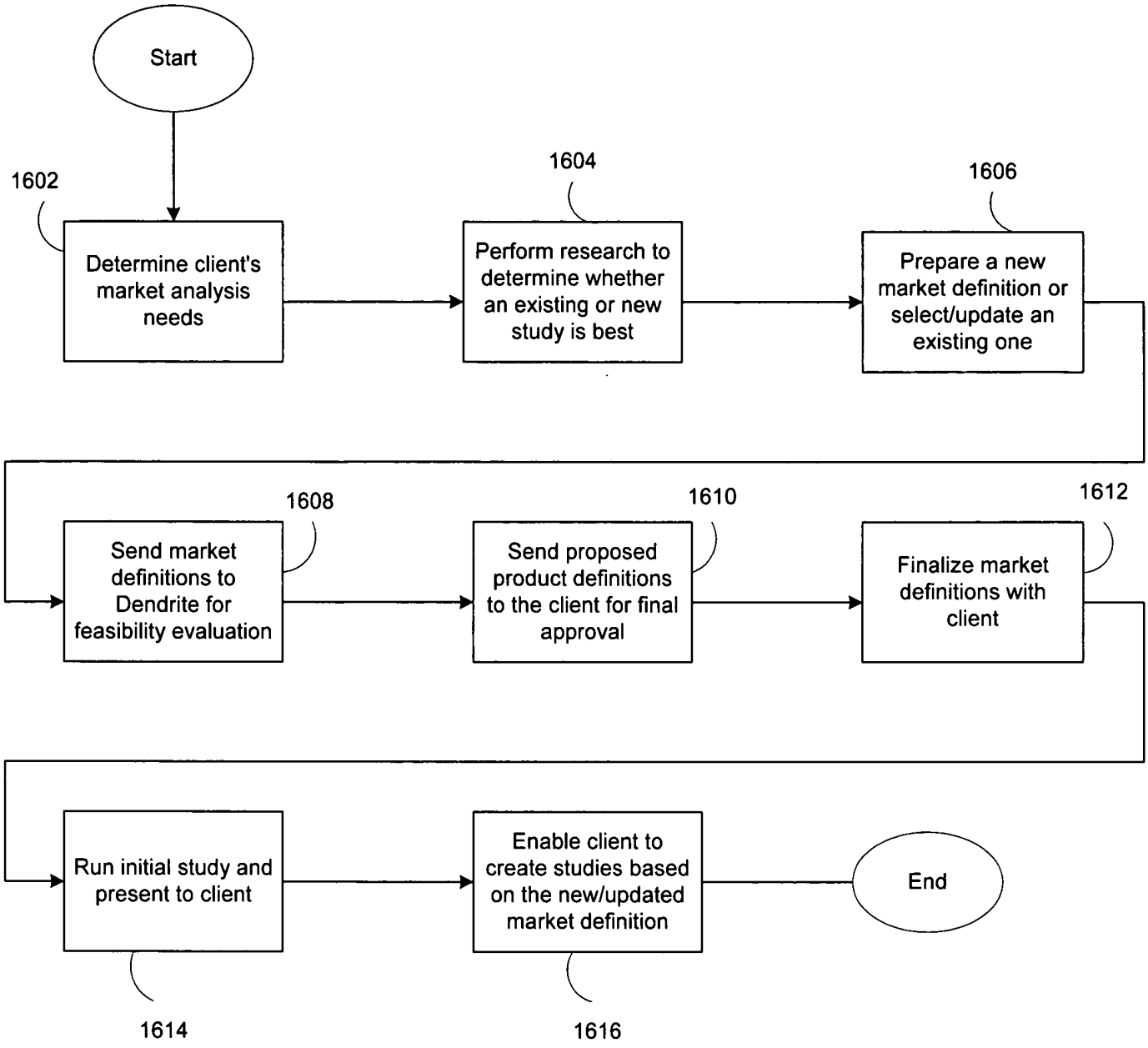

Start
1602
Determine client's market analysis needs
1604
Perform research to determine whether an existing or new study is best
1606
Prepare a new market definition or select/update an existing one
1608
Send market definitions to Dendrite for feasibility evaluation
1610
Send proposed product definitions to the client for final approval
1612
Finalize market definitions with client
Run initial study and present to client
1614
Enable client to create studies based on the new/updated market definition
1616
End

FIG. 16

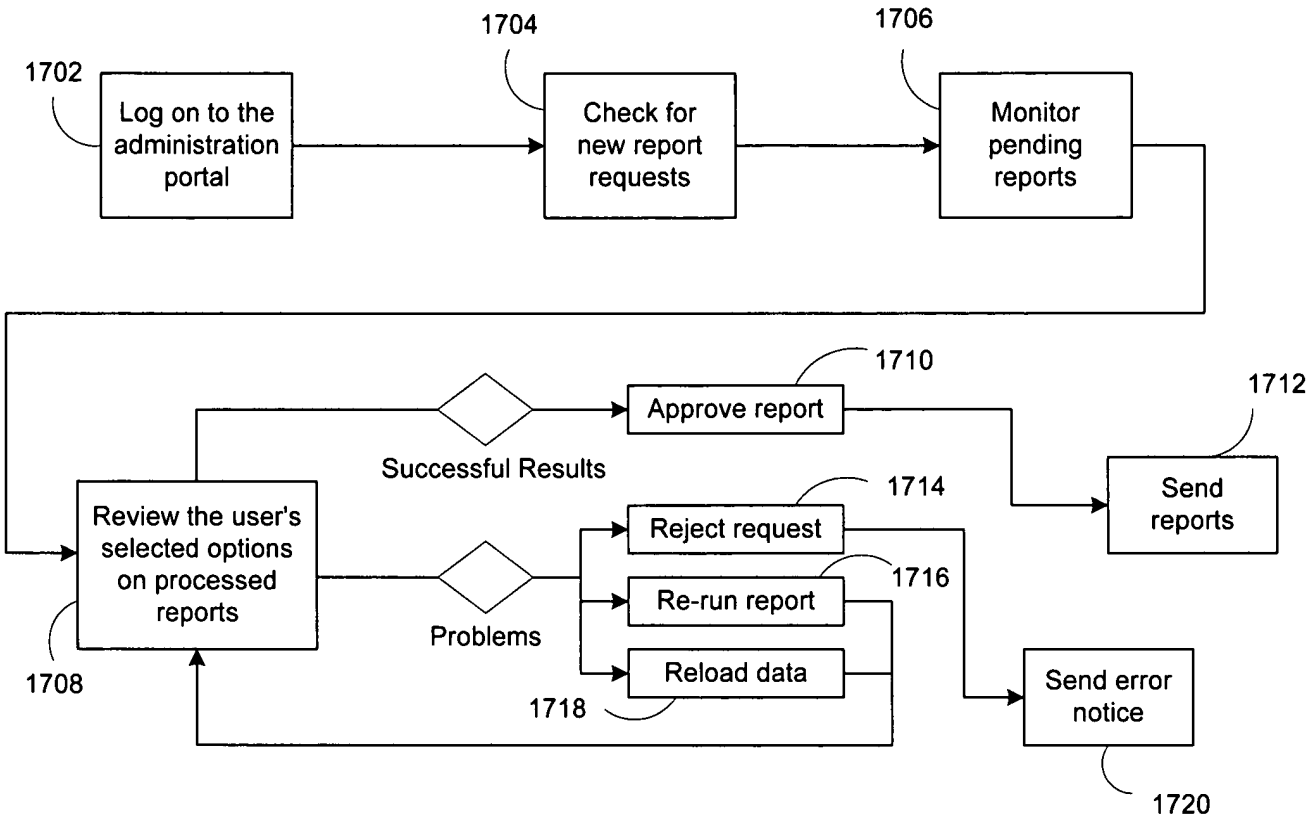

1702
Log on to the administration portal
1704
Check for new report requests
1706
Monitor pending reports
1710
Approve report
1712
Send reports
Successful Results
1714
Reject request
1716
Re-run report
Review the user's selected options on processed reports
Problems
Reload data
1718
Send error notice
1720
1708

FIG. 17

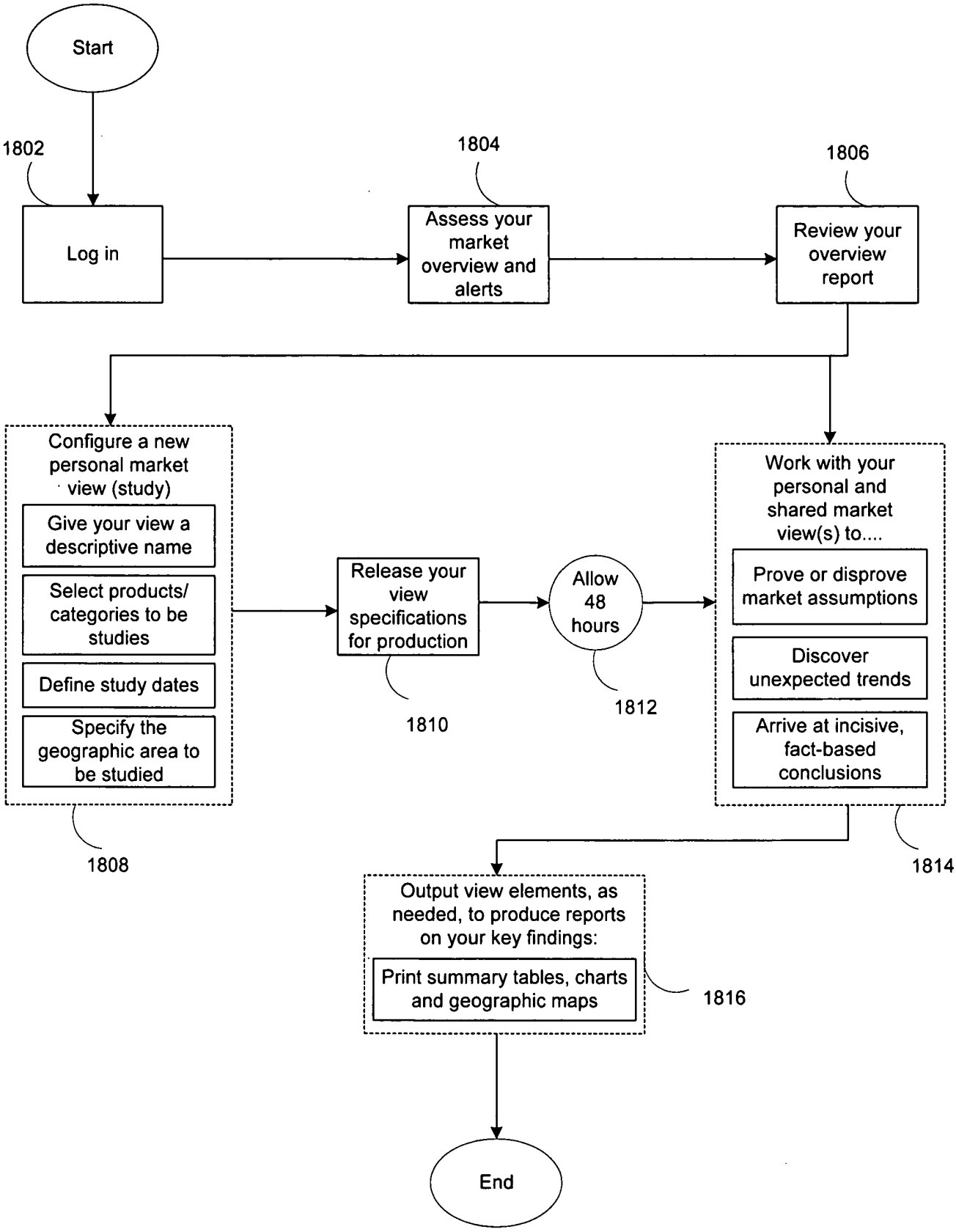

Start
1802
Log in
1804
Assess your market overview and alerts
1806
Review your overview report
Configure a new personal market view (study)
Give your view a descriptive name
Select products/ categories to be studies
Define study dates
Specify the geographic area to be studied
1808
Release your view specifications for production
1810
Allow 48 hours
1812
Work with your personal and shared market view(s) to....
Prove or disprove market assumptions
Discover unexpected trends
Arrive at incisive, fact-based conclusions
1814
Output view elements, as needed, to produce reports on your key findings:
Print summary tables, charts and geographic maps
1816
End

Fig. 18

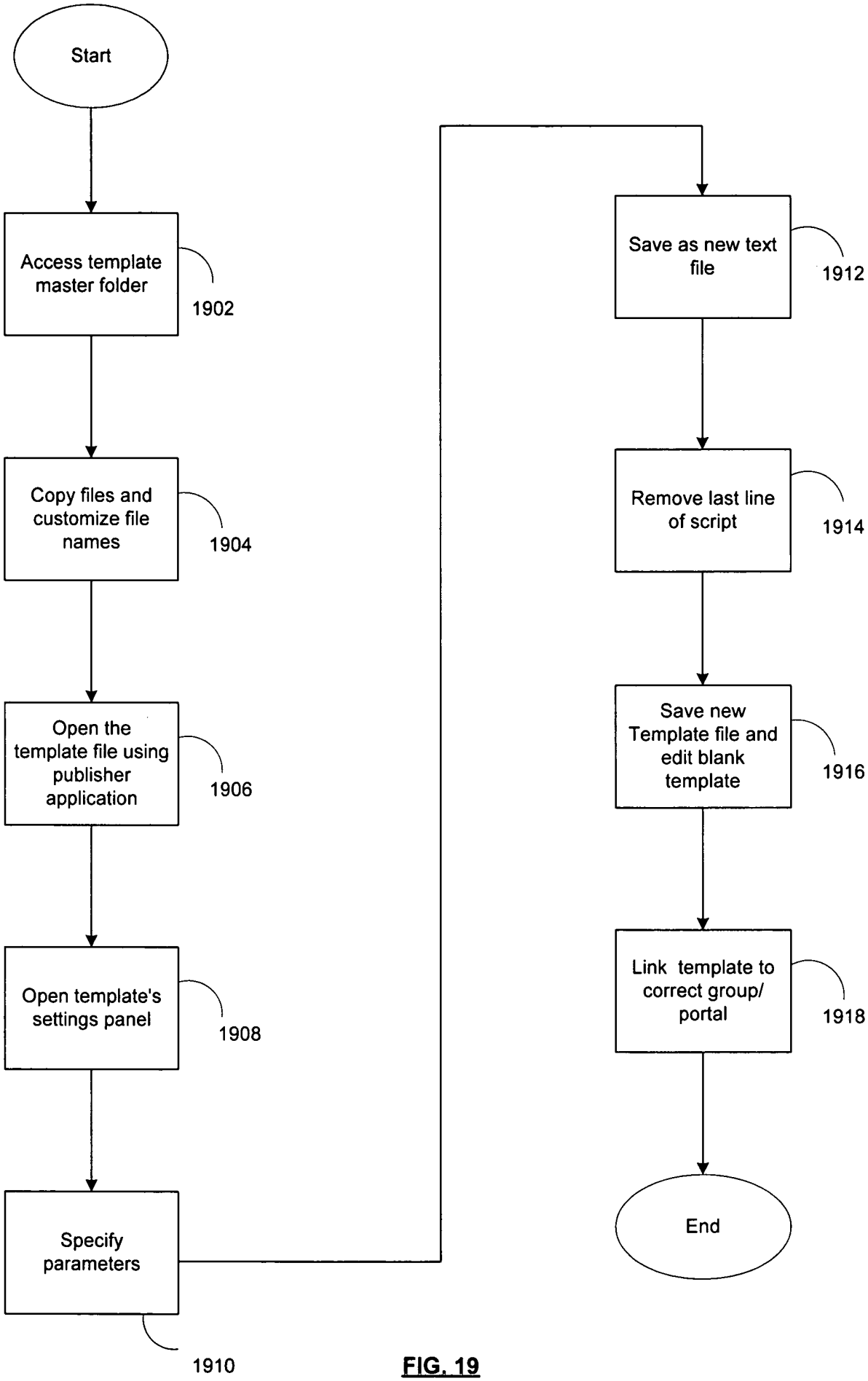

Start
Access template master folder
1902
Copy files and customize file names
1904
Open the template file using publisher application
1906
Open template's settings panel
1908
Specify parameters
1910
Save as new text file
1912
Remove last line of script
1914
Save new Template file and edit blank template
1916
Link template to correct group/ portal
1918
End

FIG. 19

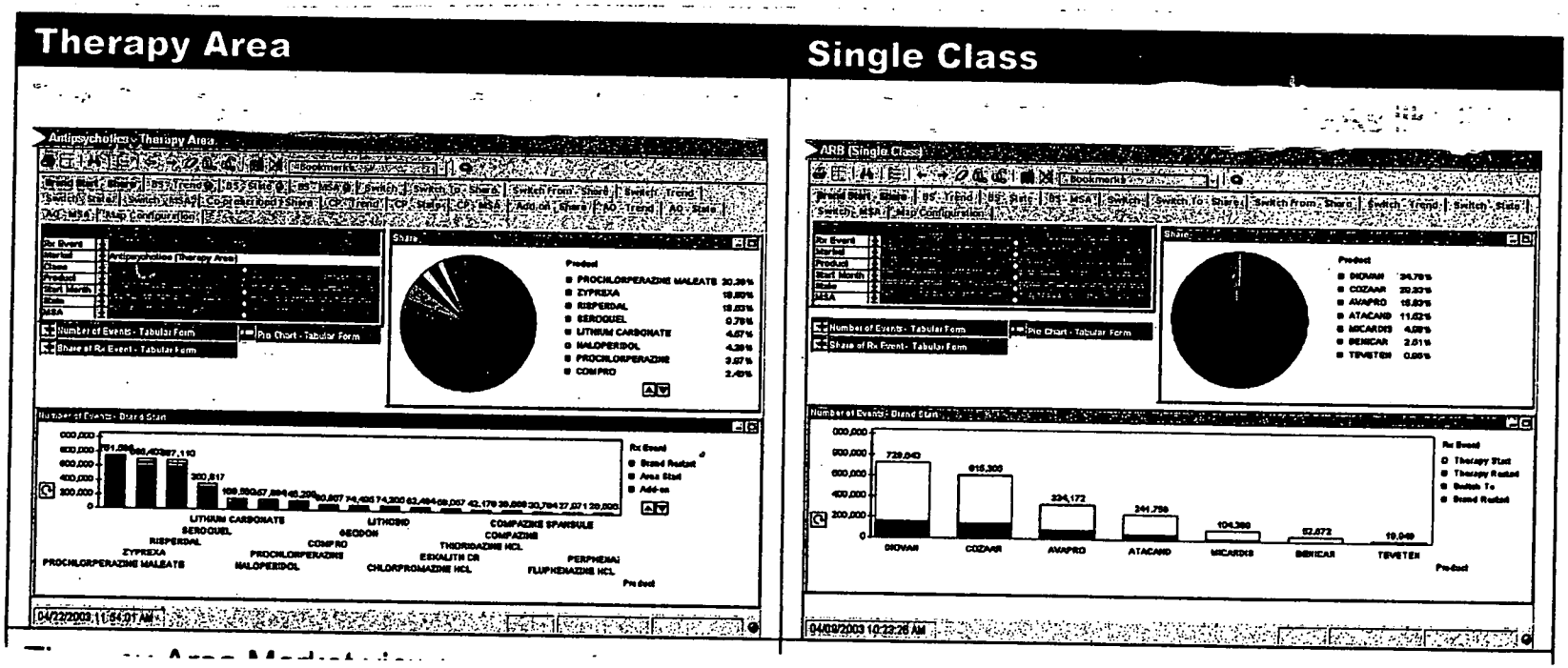

Therapy Area
Single Class
Antipsychotics Therapy Area
ARB (Single Class)
Number of Events - Tabular Form
Pie Chart - Tabular Form
Share of Rx Event - Tabular Form
Number of Events - Stand Stan
Share
Product
PROCHLORPERAZINE MALEATE
ZYPREXA
RISPERDAL
SEROQUEL
LITHIUM CARBONATE
HALOPERIDOL
PROCHLORPERAZINE
COMPRO
LITHOBID
GEODON
THIORIDAZINE HCL
COMPAZINE
COMPAZINE SPANSULE
ESKALITH CR
CHLORPROMAZINE HCL
PERPHENAZINE
FLUPHENAZINE HCL
DIOVAN
COZAAR
AVAPRO
ATACAND
MICARDIS
BENICAR
TEVETEN
Rx Event
Brand Restat
Area Stat
Add-on
Therapy Stat
Therapy Restat
Switch To
Brand Restat
04/22/2003 11:54:01 AM
04/09/2003 10:23:26 AM

FIG. 20a

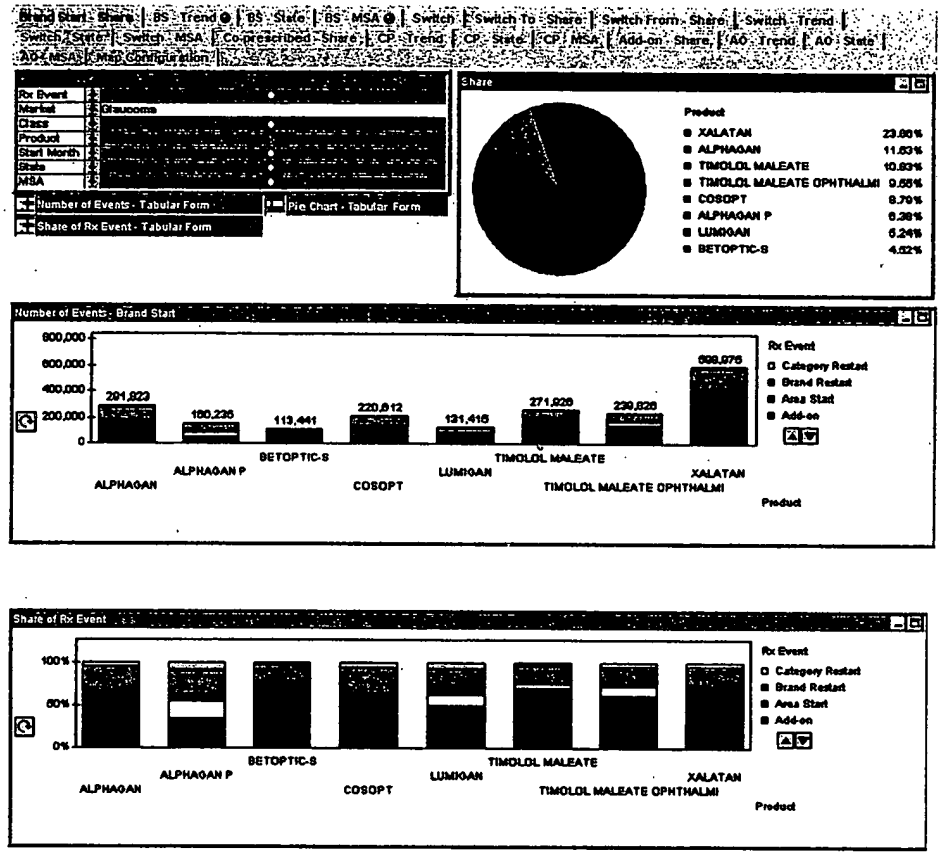

Brand Start - Share | BS - Trend | BS - State | BS - MSA | Switch | Switch To - Share | Switch From - Share | Switch - Trend | Switch - State | Switch - MSA | Co-prescribed - Share | CP - Trend | CP - State | CP - MSA | Add-on - Share | AO - Trend | AO - State | AO - MSA | Map Configuration
Rx Event
Market
Glaucoma
Class
Product
Start Month
State
MSA
Number of Events - Tabular Form
Pie Chart - Tabular Form
Share of Rx Event - Tabular Form
Share
Product
XALATAN 23.66%
ALPHAGAN 11.53%
TIMOLOL MALEATE 10.83%
TIMOLOL MALEATE OPHTHALMI 9.55%
COSOPT 8.79%
ALPHAGAN P 6.36%
LUMIGAN 5.24%
BETOPTIC-S 4.02%
Number of Events - Brand Start
800,000
600,000
400,000
200,000
0
291,923
160,235
113,441
220,812
131,415
271,929
239,826
608,976
Rx Event
Category Restat
Brand Restat
Area Start
Add-on
ALPHAGAN
ALPHAGAN P
BETOPTIC-S
COSOPT
LUMIGAN
TIMOLOL MALEATE
TIMOLOL MALEATE OPHTHALMI
XALATAN
Product
Share of Rx Event
100%
50%
0%
Rx Event
Category Restat
Brand Restat
Area Start
Add-on
ALPHAGAN
ALPHAGAN P
BETOPTIC-S
COSOPT
LUMIGAN
TIMOLOL MALEATE
TIMOLOL MALEATE OPHTHALMI
XALATAN
Product

FIG. 20b

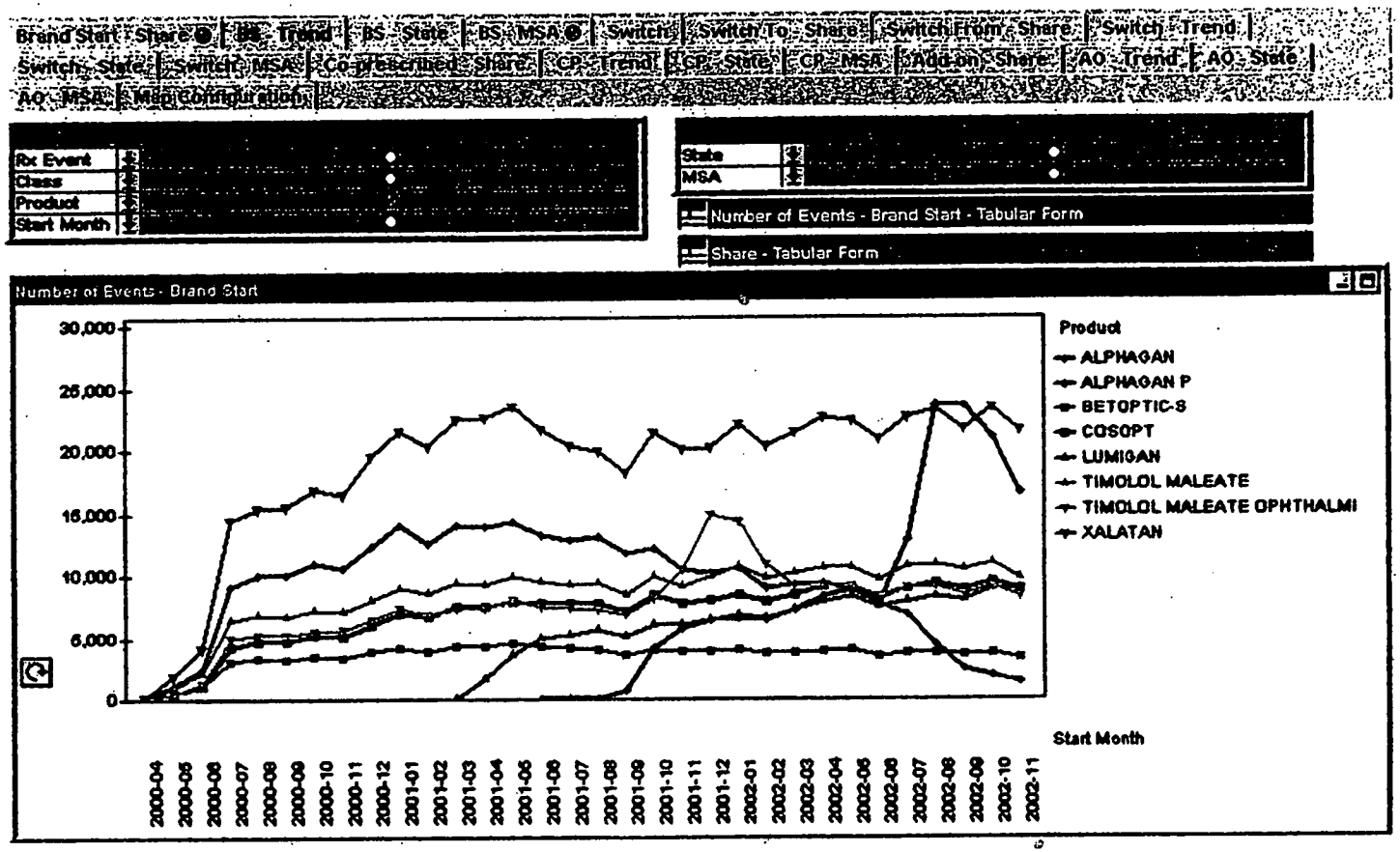

Brand Start - Share
BS - Trend
BS - State
BS - MSA
Switch
Switch To - Share
Switch From - Share
Switch - Trend
Switch - State
Switch - MSA
Co-prescribed - Share
CP - Trend
CP - State
CP - MSA
Add-on - Share
AO - Trend
AO - State
AO - MSA
Map Configuration
Rx Event
Class
Product
Start Month
State
MSA
Number of Events - Brand Start - Tabular Form
Share - Tabular Form
Number of Events - Brand Start
30,000
25,000
20,000
15,000
10,000
5,000
0
Product
ALPHAGAN
ALPHAGAN P
BETOPTIC-S
COSOPT
LUMIGAN
TIMOLOL MALEATE
TIMOLOL MALEATE OPHTHALMI
XALATAN
Start Month
2000-04
2000-05
2000-06
2000-07
2000-08
2000-09
2000-10
2000-11
2000-12
2001-01
2001-02
2001-03
2001-04
2001-05
2001-06
2001-07
2001-08
2001-09
2001-10
2001-11
2001-12
2002-01
2002-02
2002-03
2002-04
2002-05
2002-06
2002-07
2002-08
2002-09
2002-10
2002-11

FIG. 20c

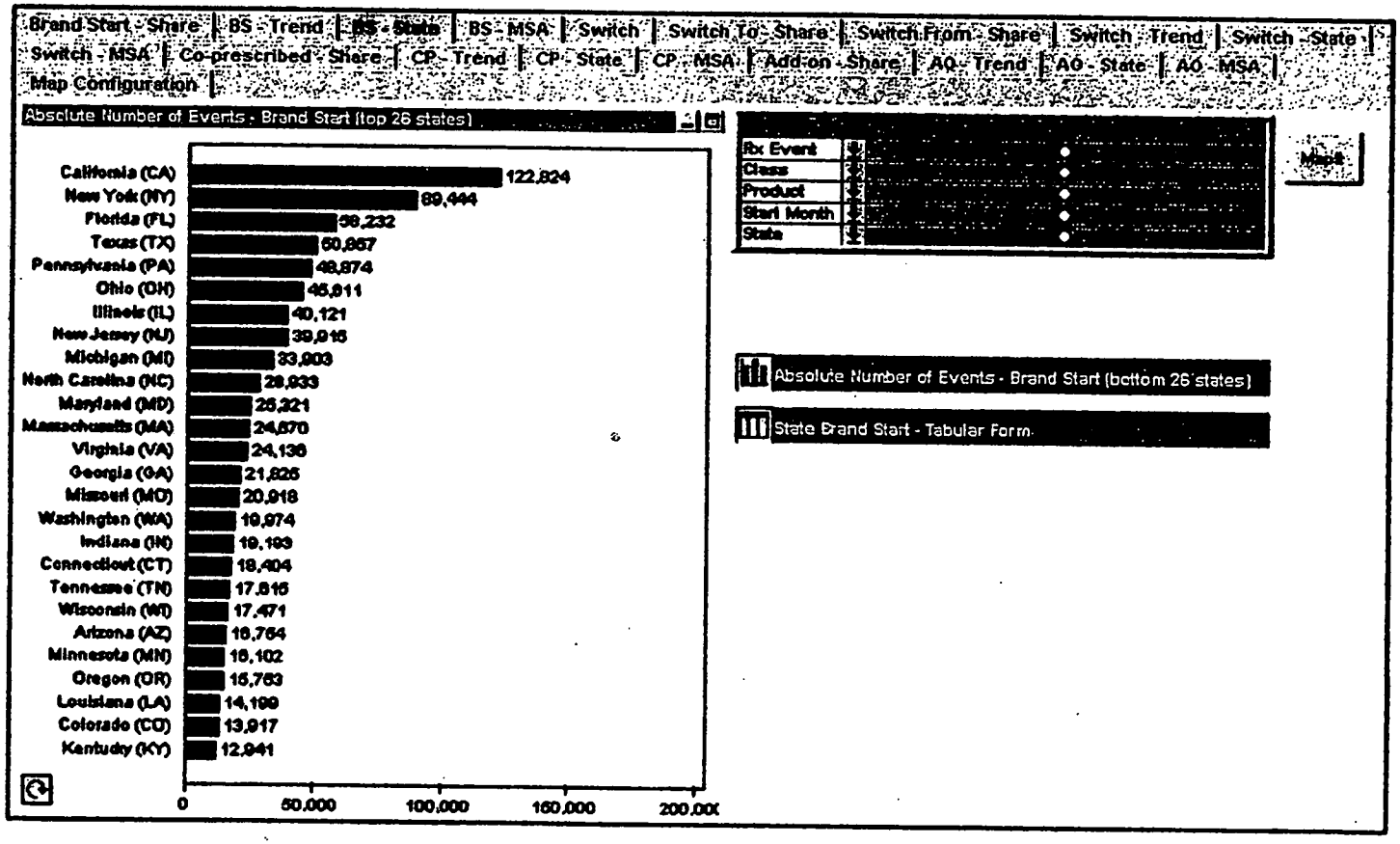

Brand Start - Share
BS - Trend
BS - State
BS - MSA
Switch
Switch To - Share
Switch From - Share
Switch - Trend
Switch - State
Switch - MSA
Co-prescribed - Share
CP - Trend
CP - State
CP - MSA
Add-on - Share
AO - Trend
AO - State
AO - MSA
Map Configuration
Absolute Number of Events - Brand Start (top 26 states)
California (CA) 122,824
New York (NY) 89,444
Florida (FL) 58,232
Texas (TX) 50,857
Pennsylvania (PA) 48,874
Ohio (OH) 45,811
Illinois (IL) 40,121
New Jersey (NJ) 39,915
Michigan (MI) 33,903
North Carolina (NC) 28,933
Maryland (MD) 26,221
Massachusetts (MA) 24,870
Virginia (VA) 24,136
Georgia (GA) 21,825
Missouri (MO) 20,918
Washington (WA) 19,974
Indiana (IN) 19,193
Connecticut (CT) 18,404
Tennessee (TN) 17,816
Wisconsin (WI) 17,471
Arizona (AZ) 16,764
Minnesota (MN) 16,102
Oregon (OR) 15,763
Louisiana (LA) 14,199
Colorado (CO) 13,917
Kentucky (KY) 12,941
0
50,000
100,000
150,000
200,000
Rx Event
Class
Product
Start Month
State
Absolute Number of Events - Brand Start (bottom 26 states)
State Brand Start - Tabular Form

FIG. 20d

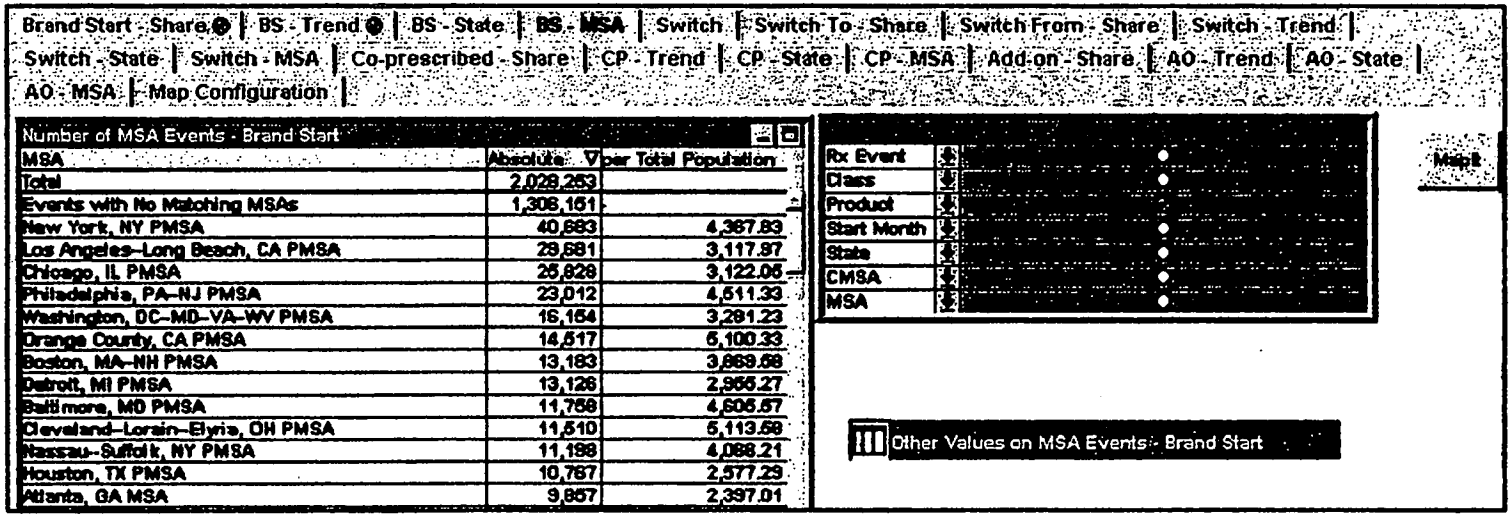

Brand Start - Share
BS - Trend
BS - State
BS - MSA
Switch
Switch To - Share
Switch From - Share
Switch - Trend
Switch - State
Switch - MSA
Co-prescribed - Share
CP - Trend
CP - State
CP - MSA
Add-on - Share
AO - Trend
AO - State
AO - MSA
Map Configuration
Number of MSA Events - Brand Start
MSA
Absolute
per Total Population
Total 2,028,253
Events with No Matching MSAs 1,308,161
New York, NY PMSA 40,683 4,367.83
Los Angeles-Long Beach, CA PMSA 29,681 3,117.97
Chicago, IL PMSA 25,828 3,122.06
Philadelphia, PA-NJ PMSA 23,012 4,511.33
Washington, DC-MD-VA-WV PMSA 16,164 3,281.23
Orange County, CA PMSA 14,517 5,100.33
Boston, MA-NH PMSA 13,183 3,869.68
Detroit, MI PMSA 13,126 2,955.27
Baltimore, MD PMSA 11,756 4,606.57
Cleveland-Lorain-Elyria, OH PMSA 11,510 5,113.58
Nassau-Suffolk, NY PMSA 11,198 4,088.21
Houston, TX PMSA 10,767 2,577.29
Atlanta, GA MSA 9,857 2,397.01
Rx Event
Class
Product
Start Month
State
CMSA
MSA
Map1
Other Values on MSA Events - Brand Start

FIG. 20e

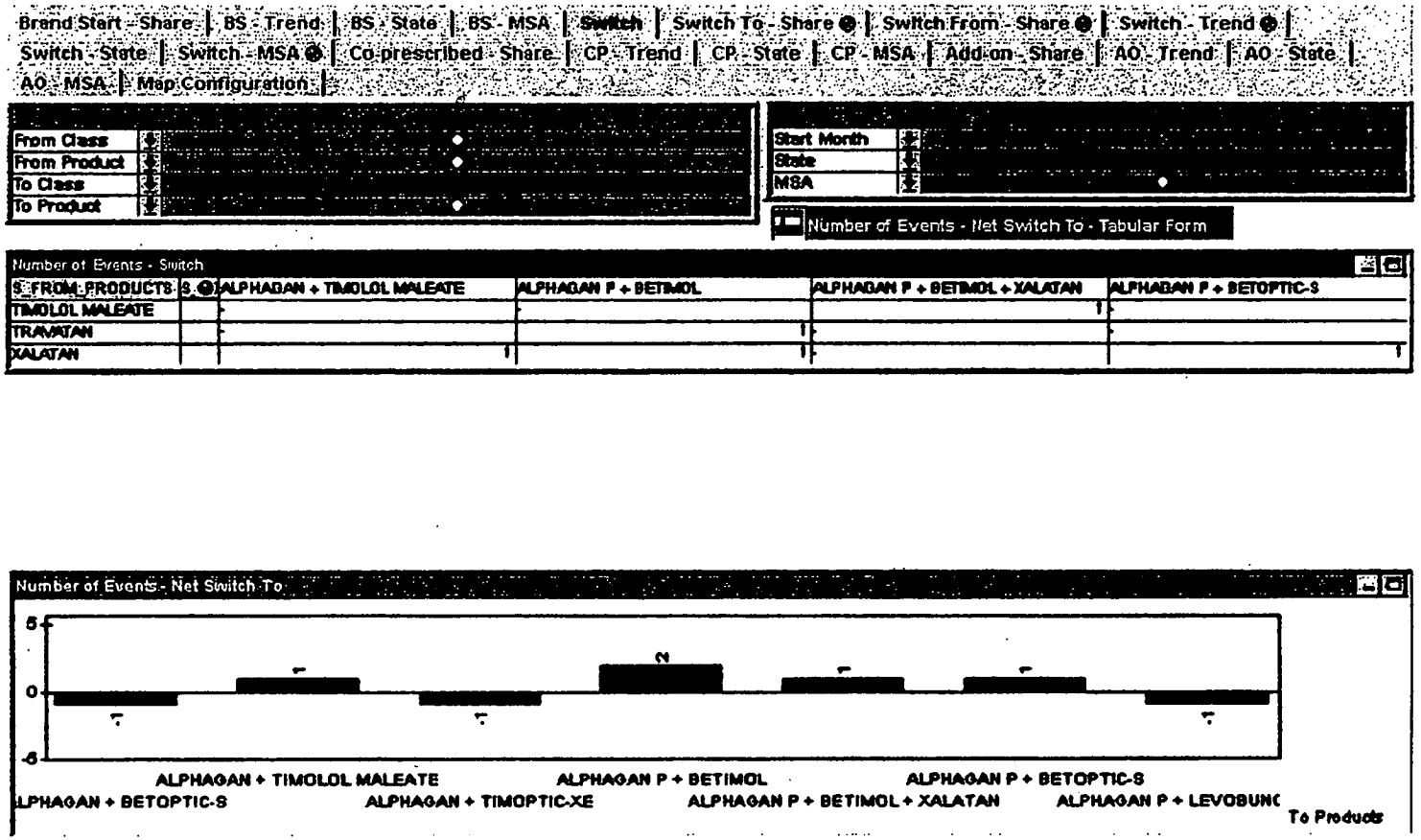

Brand Start - Share | BS - Trend | BS - State | BS - MSA | Switch | Switch To - Share | Switch From - Share | Switch - Trend |
Switch - State | Switch - MSA | Co-prescribed - Share | CP - Trend | CP - State | CP - MSA | Add-on - Share | AO - Trend | AO - State |
AO - MSA | Map Configuration |
From Class
From Product
To Class
To Product
Start Month
State
MSA
Number of Events - Net Switch To - Tabular Form
Number of Events - Switch
S_FROM_PRODUCTS
S_TO
ALPHAGAN + TIMOLOL MALEATE
ALPHAGAN P + BETIMOL
ALPHAGAN P + BETIMOL + XALATAN
ALPHAGAN P + BETOPTIC-S
TIMOLOL MALEATE
TRAVATAN
XALATAN
Number of Events - Net Switch To
5
0
-5
ALPHAGAN + TIMOLOL MALEATE
ALPHAGAN P + BETIMOL
ALPHAGAN P + BETOPTIC-S
LPHAGAN + BETOPTIC-S
ALPHAGAN + TIMOPTIC-XE
ALPHAGAN P + BETIMOL + XALATAN
ALPHAGAN P + LEVOBUNC
To Products

FIG. 20f

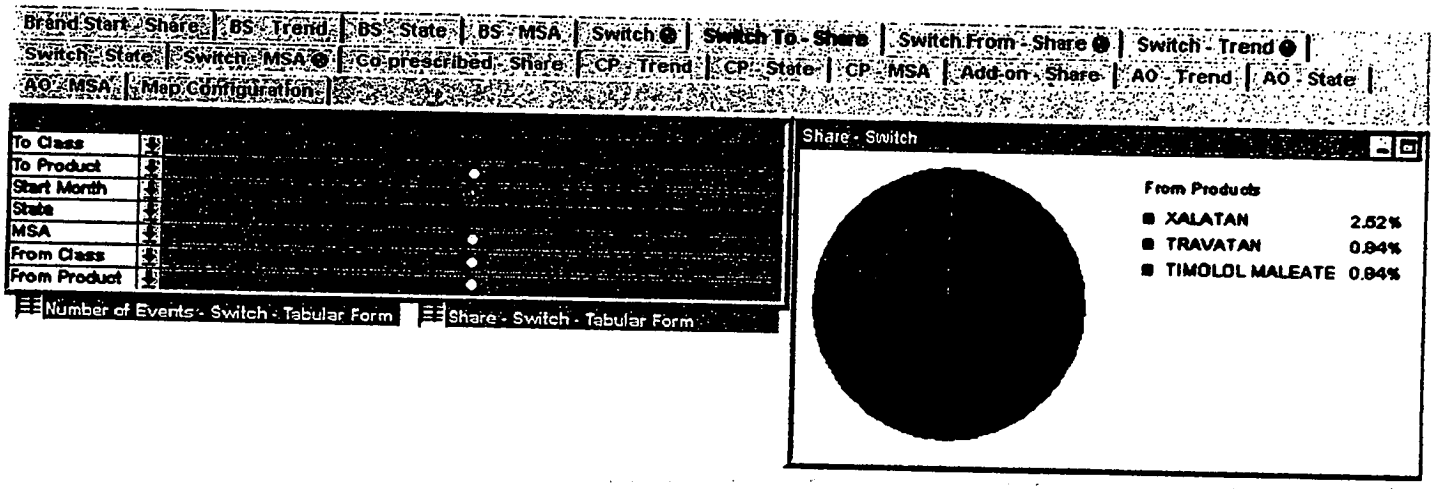

Brand Start - Share
BS - Trend
BS - State
BS - MSA
Switch
Switch To - Share
Switch From - Share
Switch - Trend
Switch - State
Switch - MSA
Co-prescribed - Share
CP - Trend
CP - State
CP - MSA
Add-on - Share
AO - Trend
AO - State
AO - MSA
Map Configuration
To Class
To Product
Start Month
State
MSA
From Class
From Product
Number of Events - Switch - Tabular Form
Share - Switch - Tabular Form
Share - Switch
From Products
XALATAN 2.52%
TRAVATAN 0.94%
TIMOLOL MALEATE 0.94%

FIG. 20g

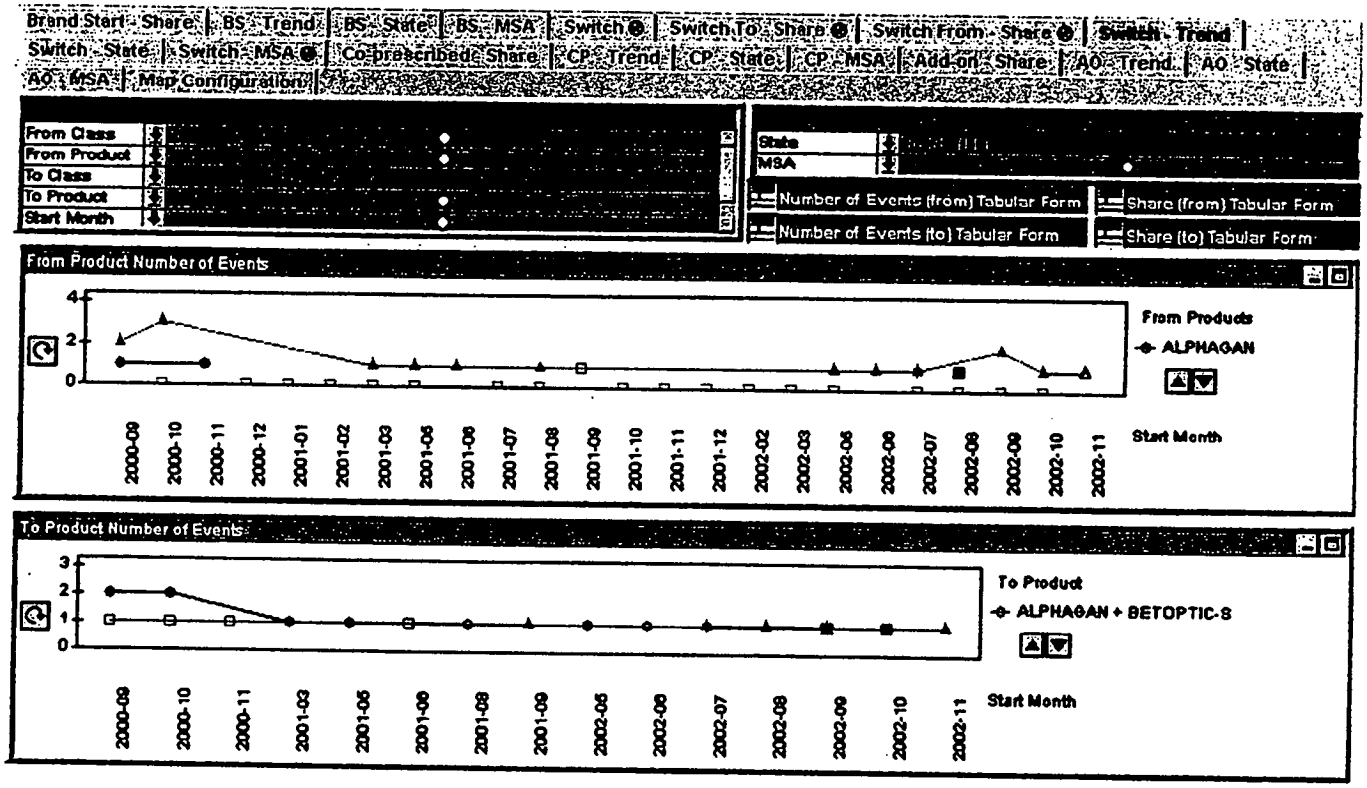

Brand Start - Share
BS - Trend
BS - State
BS - MSA
Switch
Switch To - Share
Switch From - Share
Switch - Trend
Switch - State
Switch - MSA
Co-prescribed - Share
CP - Trend
CP - State
CP - MSA
Add-on - Share
AO - Trend
AO - State
AO - MSA
Map Configuration
From Class
From Product
To Class
To Product
Start Month
State
MSA
Number of Events (from) Tabular Form
Share (from) Tabular Form
Number of Events (to) Tabular Form
Share (to) Tabular Form
From Product Number of Events
From Products
ALPHAGAN
Start Month
To Product Number of Events
To Product
ALPHAGAN + BETOPTIC-S
Start Month

FIG. 20h

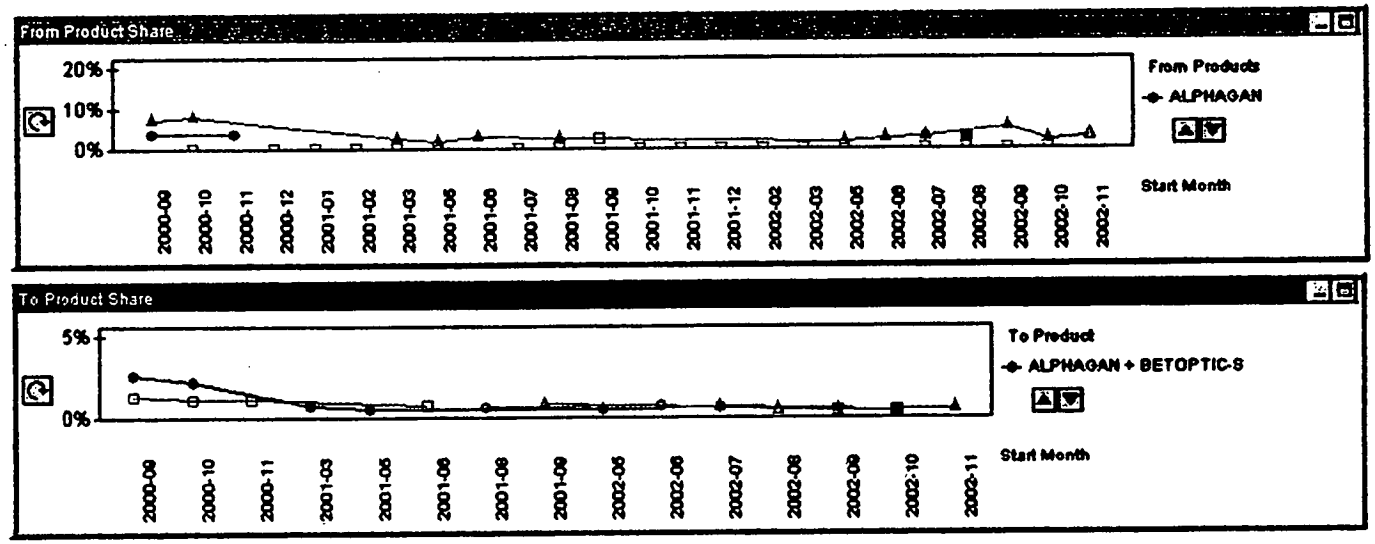

From Product Share
20%
10%
0%
2000-09
2000-10
2000-11
2000-12
2001-01
2001-02
2001-03
2001-05
2001-06
2001-07
2001-08
2001-09
2001-10
2001-11
2001-12
2002-02
2002-03
2002-05
2002-06
2002-07
2002-08
2002-09
2002-10
2002-11
From Products
ALPHAGAN
Start Month
To Product Share
5%
0%
2000-09
2000-10
2000-11
2001-03
2001-05
2001-06
2001-08
2001-09
2002-05
2002-06
2002-07
2002-08
2002-09
2002-10
2002-11
To Product
ALPHAGAN + BETOPTIC-S
Start Month

FIG. 20i

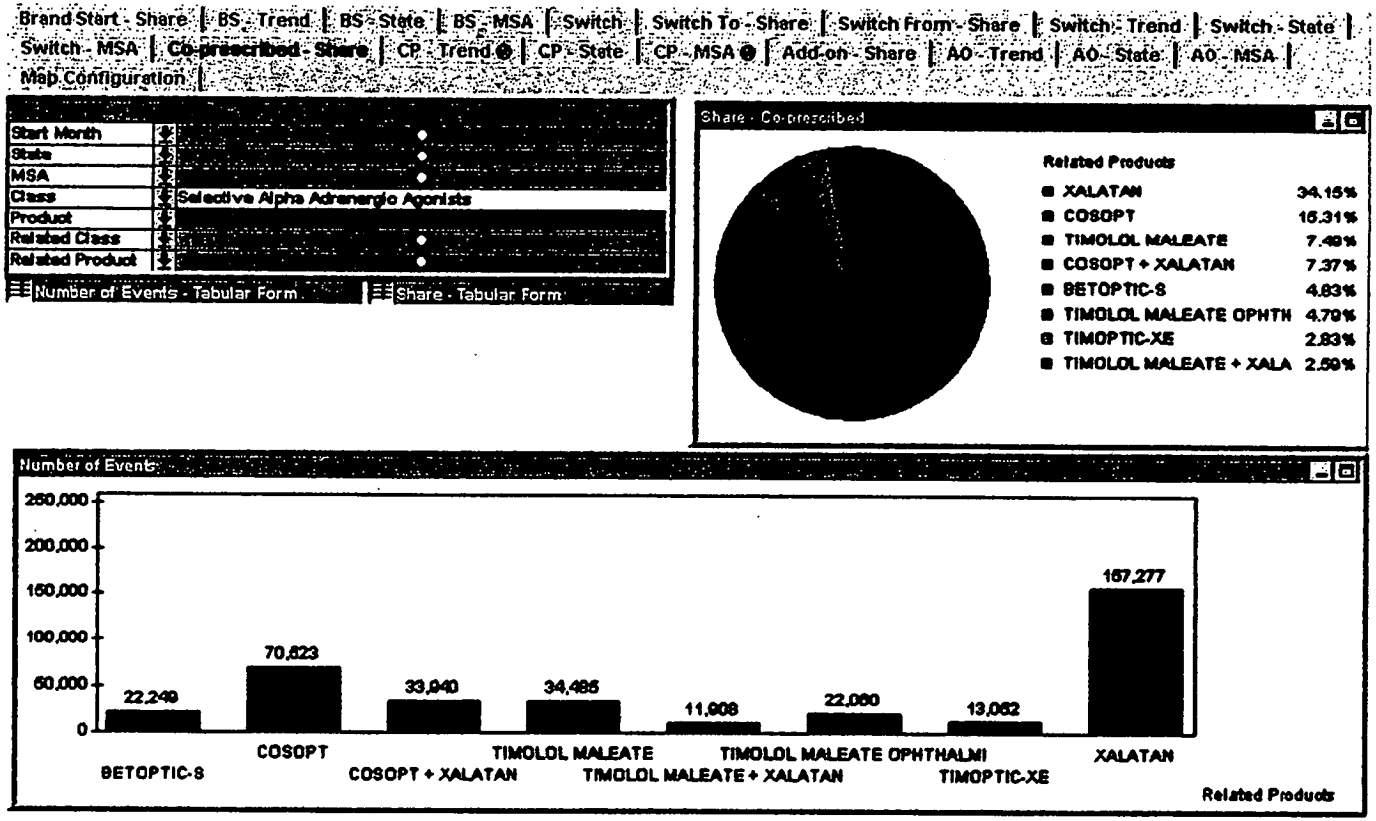

Brand Start - Share | BS - Trend | BS - State | BS - MSA | Switch | Switch To - Share | Switch From - Share | Switch - Trend | Switch - State | Switch - MSA | Co-prescribed - Share | CP - Trend | CP - State | CP - MSA | Add-on - Share | AO - Trend | AO - State | AO - MSA | Map Configuration
Start Month
State
MSA
Class
Selective Alpha Adrenergic Agonists
Product
Related Class
Related Product
Number of Events - Tabular Form
Share - Tabular Form
Share - Co-prescribed
Related Products
XALATAN 34.15%
COSOPT 15.31%
TIMOLOL MALEATE 7.49%
COSOPT + XALATAN 7.37%
BETOPTIC-S 4.83%
TIMOLOL MALEATE OPHTH 4.70%
TIMOPTIC-XE 2.83%
TIMOLOL MALEATE + XALA 2.59%
Number of Events
250,000
200,000
150,000
100,000
50,000
0
22,249
70,823
33,940
34,485
11,908
22,060
13,062
157,277
BETOPTIC-S
COSOPT
COSOPT + XALATAN
TIMOLOL MALEATE
TIMOLOL MALEATE + XALATAN
TIMOLOL MALEATE OPHTHALMI
TIMOPTIC-XE
XALATAN
Related Products

FIG. 20j

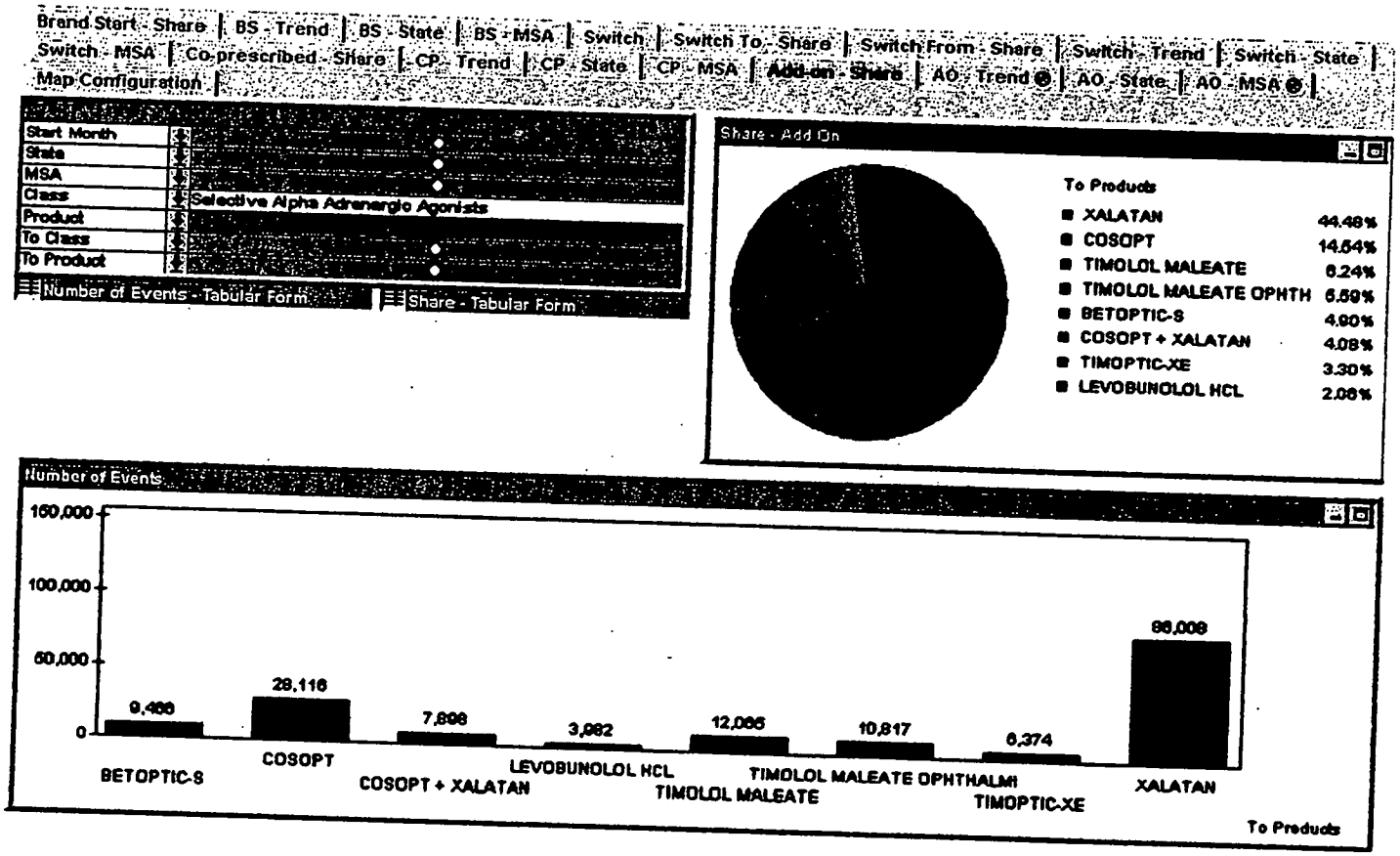

Brand Start - Share | BS - Trend | BS - State | BS - MSA | Switch | Switch To - Share | Switch From - Share | Switch - Trend | Switch - State | Switch - MSA | Co-prescribed - Share | CP - Trend | CP - State | CP - MSA | Add-on - Share | AO - Trend | AO - State | AO - MSA | Map Configuration
Start Month
State
MSA
Class
Selective Alpha Adrenergic Agonists
Product
To Class
To Product
Number of Events - Tabular Form
Share - Tabular Form
Share - Add On
To Products
XALATAN 44.46%
COSOPT 14.54%
TIMOLOL MALEATE 6.24%
TIMOLOL MALEATE OPHTH 6.59%
BETOPTIC-S 4.90%
COSOPT + XALATAN 4.08%
TIMOPTIC-XE 3.30%
LEVOBUNOLOL HCL 2.06%
Number of Events
160,000
100,000
60,000
0
9,466
28,116
7,898
3,982
12,066
10,817
6,374
96,008
BETOPTIC-S
COSOPT
COSOPT + XALATAN
LEVOBUNOLOL HCL
TIMOLOL MALEATE
TIMOLOL MALEATE OPHTHALMI
TIMOPTIC-XE
XALATAN
To Products

FIG. 20k

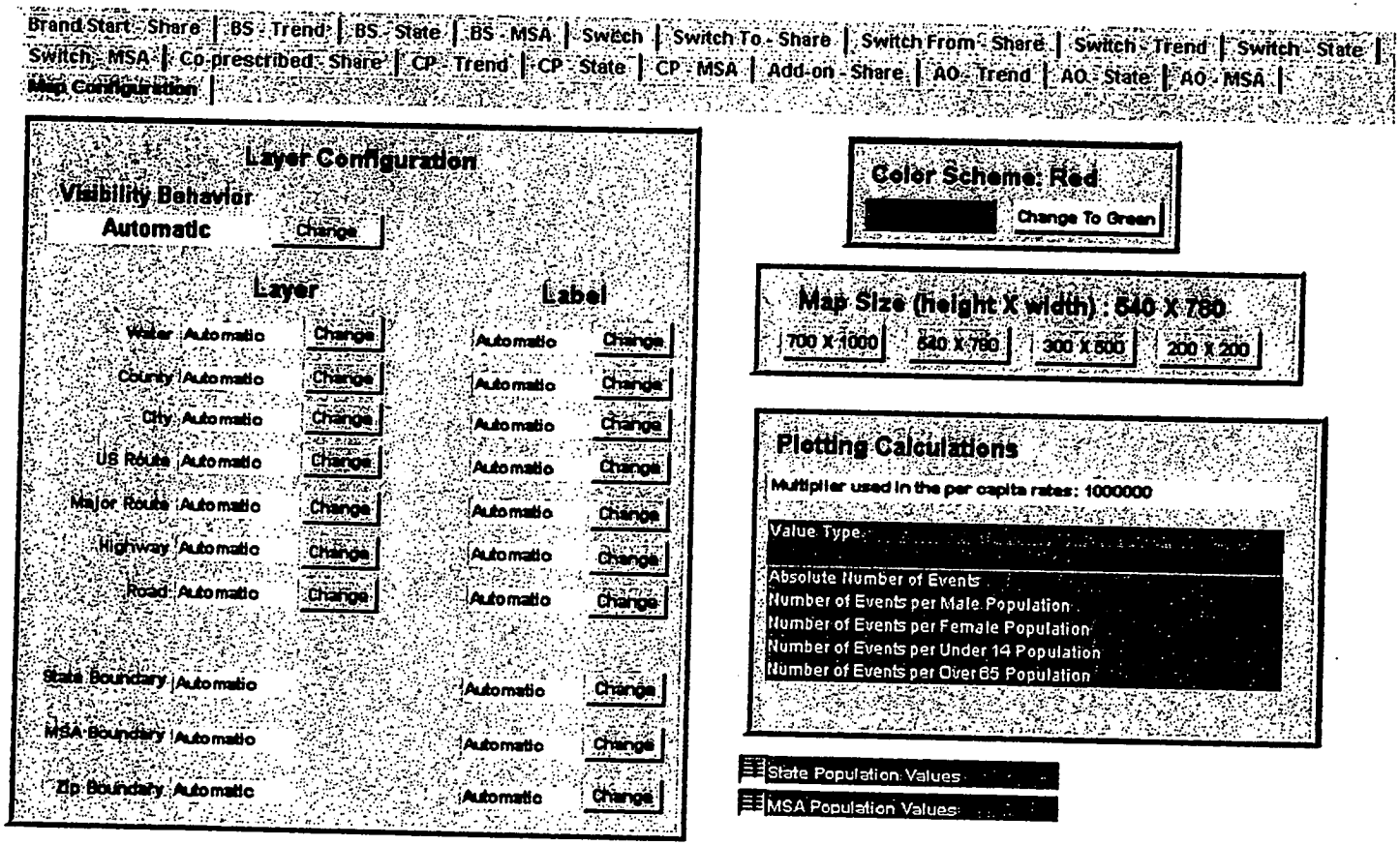

Brand Start - Share | BS - Trend | BS - State | BS - MSA | Switch | Switch To - Share | Switch From - Share | Switch - Trend | Switch - State | Switch - MSA | Co-prescribed - Share | CP - Trend | CP - State | CP - MSA | Add-on - Share | AO - Trend | AO - State | AO - MSA | Map Configuration
Layer Configuration
Visibility Behavior
Automatic
Change
Layer
Label
Water Automatic Change
County Automatic Change
City Automatic Change
US Route Automatic Change
Major Route Automatic Change
Highway Automatic Change
Road Automatic Change
State Boundary Automatic
MSA Boundary Automatic
Zip Boundary Automatic
Automatic Change
Color Scheme: Red
Change To Green
Map Size (height X width) : 540 X 780
700 X 1000
540 X 780
300 X 500
200 X 200
Plotting Calculations
Multiplier used in the per capita rates: 1000000
Value Type
Absolute Number of Events
Number of Events per Male Population
Number of Events per Female Population
Number of Events per Under 14 Population
Number of Events per Over 65 Population
State Population Values
MSA Population Values

FIG. 20l

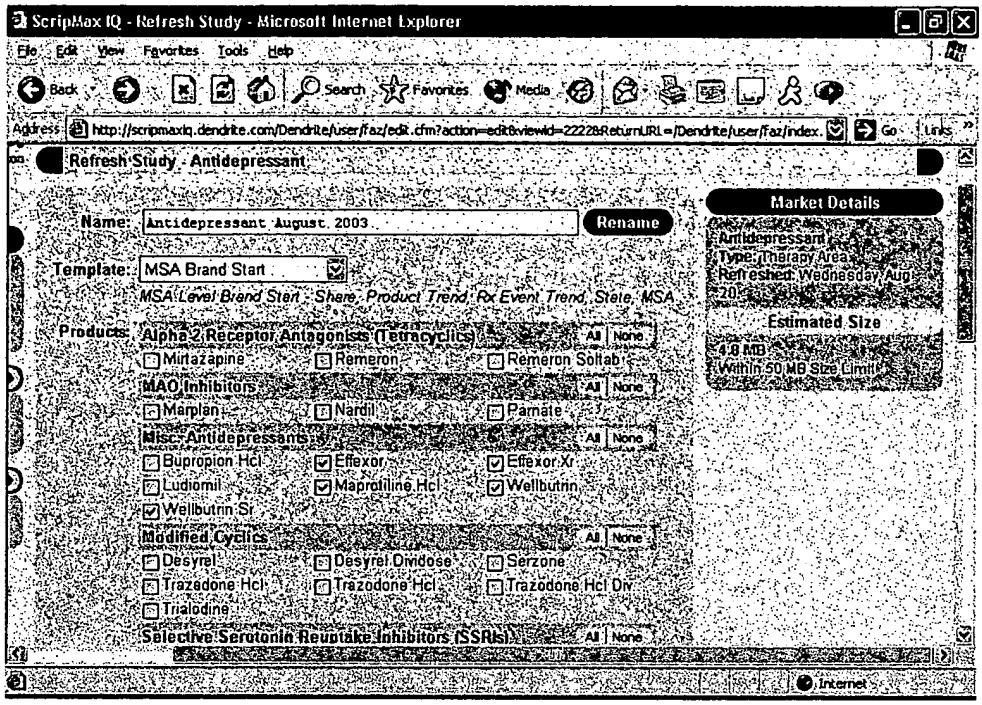

ScripMax IQ - Refresh Study - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://scripmaxiq.dendrite.com/Dendrite/user/faz/edit.cfm?action=edit&viewid=22228ReturnURL=/Dendrite/user/faz/index
Go Links
Refresh Study - Antidepressant
Name: Antidepressant August 2003
Rename
Template: MSA Brand Start
MSA Level Brand Start, Share, Product Trend, Rx Event Trend, State, MSA
Products: Alpha 2 Receptor Antagonists (Tetracyclics) All None
Mirtazapine
Remeron
Remeron Soltab
MAO Inhibitors All None
Marplan
Nardil
Parnate
Misc. Antidepressants All None
Bupropion Hcl
Effexor
Effexor Xr
Ludiomil
Maprotiline Hcl
Wellbutrin
Wellbutrin Sr
Modified Cyclics All None
Desyrel
Desyrel Dividose
Serzone
Trazodone Hcl
Trazodone Hcl
Trazodone Hcl Dir
Trialodine
Selective Serotonin Reuptake Inhibitors (SSRIs) All None
Market Details
Antidepressant
Type: Therapy Area
Refreshed: Wednesday, Aug
20
Estimated Size
4.0 MB
Within 50 MB Size Limit!
Internet

FIG. 21

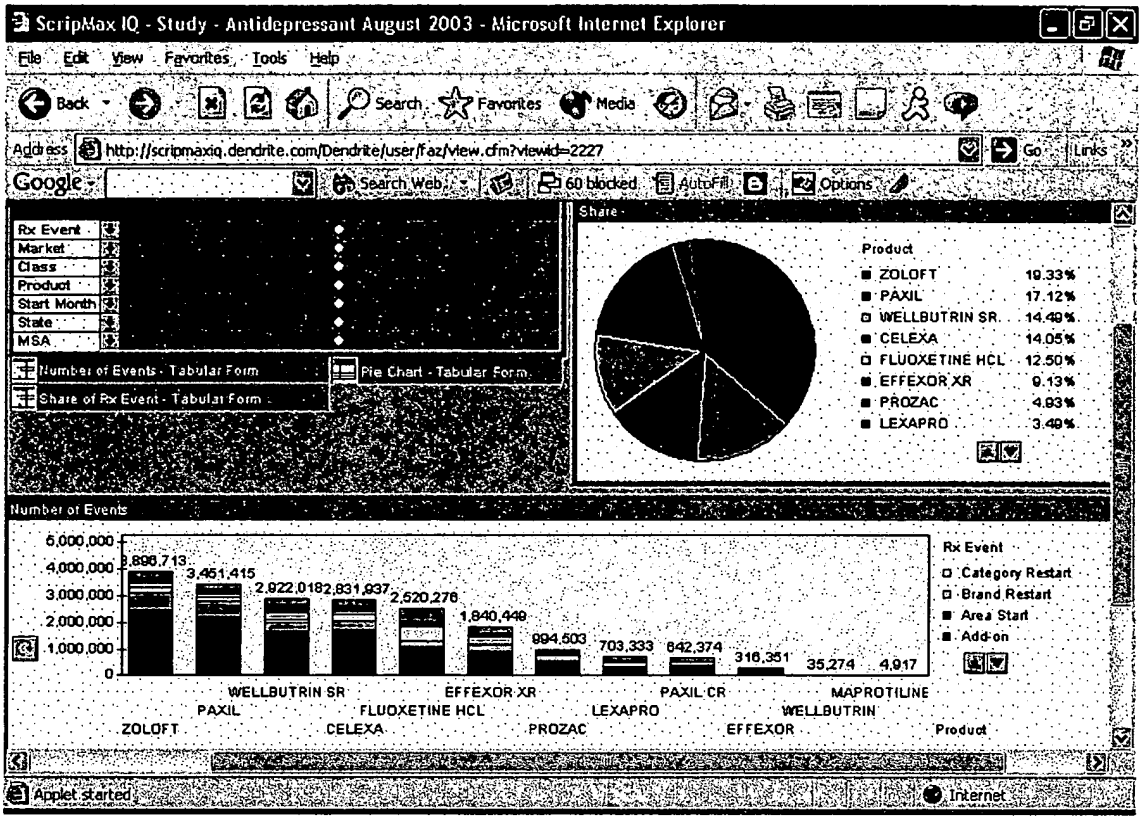

ScripMax IQ - Study - Antidepressant August 2003 - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://scripmaxiq.dendrite.com/Dendrite/user/faz/view.cfm?viewid=2227
Go Links
Google Search Web 60 blocked AutoFill Options
Rx Event
Market
Class
Product
Start Month
State
MSA
Number of Events - Tabular Form
Pie Chart - Tabular Form
Share of Rx Event - Tabular Form
Share
Product
ZOLOFT 19.33%
PAXIL 17.12%
WELLBUTRIN SR. 14.49%
CELEXA 14.05%
FLUOXETINE HCL 12.50%
EFFEXOR XR 9.13%
PROZAC 4.83%
LEXAPRO 3.49%
Number of Events
6,000,000
4,000,000
3,000,000
2,000,000
1,000,000
0
3,896,713
3,451,415
2,922,018
2,831,937
2,520,276
1,840,449
994,503
703,333
642,374
316,351
35,274
4,917
ZOLOFT
PAXIL
WELLBUTRIN SR
CELEXA
FLUOXETINE HCL
PROZAC
EFFEXOR XR
LEXAPRO
PAXIL CR
EFFEXOR
MAPROTILINE
WELLBUTRIN
Product
Rx Event
Category Restart
Brand Restart
Area Start
Add-on
Applet started
Internet

FIG. 22

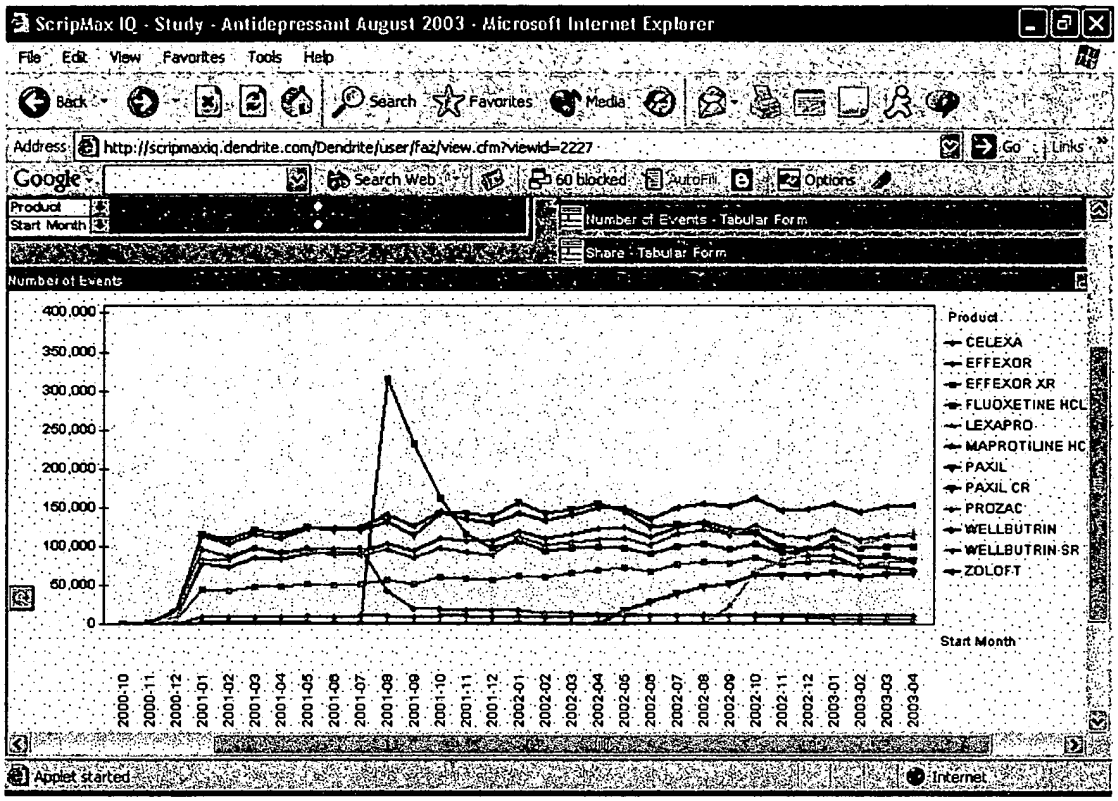

ScripMax IQ - Study - Antidepressant August 2003 - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://scripmaxiq.dendrite.com/Dendrite/user/faz/view.cfm?viewid=2227
Google Search Web 60 blocked AutoFill Options
Product
Start Month
Number of Events - Tabular Form
Share - Tabular Form
Number of Events
400,000
350,000
300,000
250,000
200,000
150,000
100,000
50,000
0
Product
CELEXA
EFFEXOR
EFFEXOR XR
FLUOXETINE HCL
LEXAPRO
MAPROTILINE HC
PAXIL
PAXIL CR
PROZAC
WELLBUTRIN
WELLBUTRIN SR
ZOLOFT
Start Month
2000-10
2000-11
2000-12
2001-01
2001-02
2001-03
2001-04
2001-05
2001-06
2001-07
2001-08
2001-09
2001-10
2001-11
2001-12
2002-01
2002-02
2002-03
2002-04
2002-05
2002-06
2002-07
2002-08
2002-09
2002-10
2002-11
2002-12
2003-01
2003-02
2003-03
2003-04
Applet started
Internet

FIG. 23

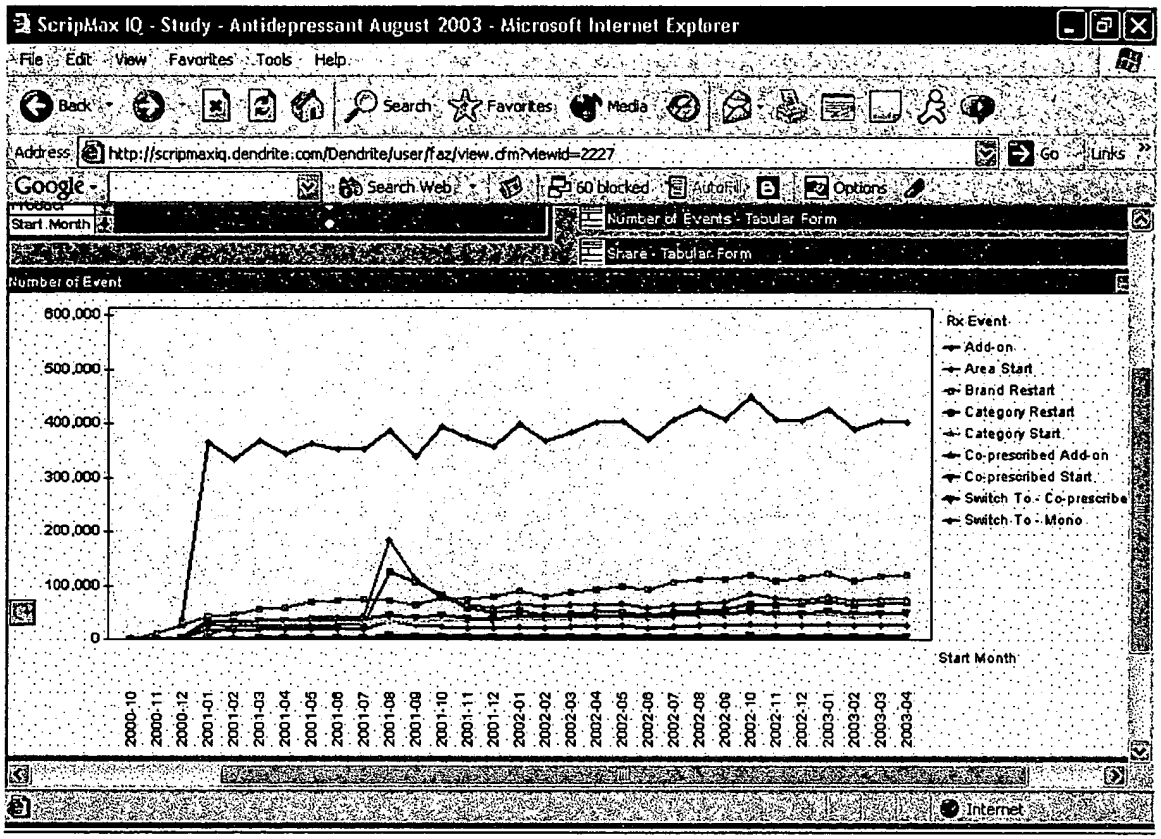

ScripMax IQ - Study - Antidepressant August 2003 - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://scripmaxiq.dendrite.com/Dendrite/user/faz/view.cfm?viewid=2227
Go Links
Google Search Web 60 blocked AutoFill Options
Start Month
Number of Events - Tabular Form
Share - Tabular Form
Number of Event
600,000
500,000
400,000
300,000
200,000
100,000
0
Rx Event
Add-on
Area Start
Brand Restart
Category Restart
Category Start
Co-prescribed Add-on
Co-prescribed Start
Switch To - Co-prescribe
Switch To - Mono
Start Month
2000-10
2000-11
2000-12
2001-01
2001-02
2001-03
2001-04
2001-05
2001-06
2001-07
2001-08
2001-09
2001-10
2001-11
2001-12
2002-01
2002-02
2002-03
2002-04
2002-05
2002-06
2002-07
2002-08
2002-09
2002-10
2002-11
2002-12
2003-01
2003-02
2003-03
2003-04
Internet

FIG. 24

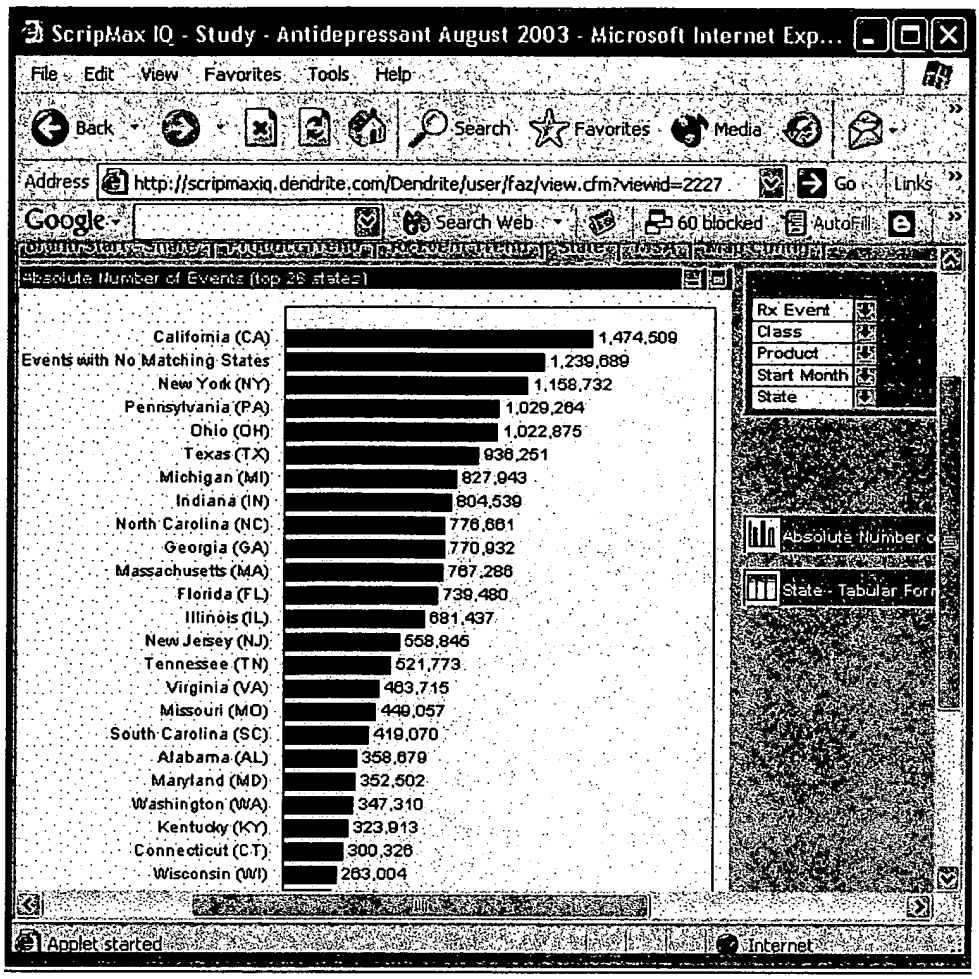

ScripMax IQ - Study - Antidepressant August 2003 - Microsoft Internet Exp...
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://scripmaxiq.dendrite.com/Dendrite/user/faz/view.cfm?viewid=2227
Go Links
Google Search Web 60 blocked AutoFill
Absolute Number of Events (top 25 states)
California (CA) 1,474,509
Events with No Matching States 1,239,689
New York (NY) 1,158,732
Pennsylvania (PA) 1,029,264
Ohio (OH) 1,022,875
Texas (TX) 938,251
Michigan (MI) 827,943
Indiana (IN) 804,539
North Carolina (NC) 776,661
Georgia (GA) 770,932
Massachusetts (MA) 767,286
Florida (FL) 739,480
Illinois (IL) 681,437
New Jersey (NJ) 558,846
Tennessee (TN) 521,773
Virginia (VA) 463,715
Missouri (MO) 449,057
South Carolina (SC) 419,070
Alabama (AL) 358,679
Maryland (MD) 352,502
Washington (WA) 347,310
Kentucky (KY) 323,913
Connecticut (CT) 300,326
Wisconsin (WI) 283,004
Rx Event
Class
Product
Start Month
State
Absolute Number
State - Tabular For
Applet started
Internet

FIG. 25